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No. 12

Backing Up Dealers in Preventing Guarantee Abuse

Many advertisers are in the same position with respect to the guarantee that the bold hunter found himself in after he had caught the bear: he didn't want to hold on and he didn't want to let go. The Dempster & Place Company's experience is with gloves, but unquestionably is typical of the experience of manufacturers in many other lines—hosiery, for instance. Hundreds of advertisers have rushed into print with guarantees covering everything from limited replacements up to "money back and no questions asked." At first all went well. It is still going well with a good many manufacturers. They have found a way to make the public behave. But other advertisers have run up against difficulties. What the difficulties are and how they may be surmounted is discussed by Mr. Lehr with great frankness. His article will have strong interest to advertising men.

By Abraham Lehr

President of The Dempster & Place Company ("D. & P." Gloves), Gloversville, N. Y.

IT is a small minority of the public and of the dealers who are in any way responsible for the great and growing abuse of the glove guarantee. Most of the dealers would be glad to see the abuse ended, even to the abolition of the guarantee. Many of them already disregard it or minimize it to the consumer, but many more feel themselves helpless in the face of the increasing popular demand for gloves of faultless perfection and impossible wearing quality. They blame the manufacturers for this, inasmuch as the latter have allowed their guarantee to be stretched to cover worn-out and abused as well as imperfect gloves. They place the responsibility of ending it squarely upon the manufacturers, and they demand that it be done without loss to them.

There is a good deal of reason in this attitude. It would be a very simple matter to adjust the difficulty if all the dealers were of one mind. It is the existence of a minority of dealers, but still

a number to be reckoned with, that has made all agreements and understandings among the manufacturers of no avail. The manufacturers may agree among themselves as they have done, with the concurrence of the majority of the dealers, to refuse to accept returns of worn-out gloves or to place some sort of limitation upon them, but the losing, or fear of losing, other dealer-customers, who will not, who feel they cannot, regulate the consumers' demands, sooner or later tempts them to break the agreements. And so it has been.

I believe there is a solution of the difficulty which we can apply, each in his own way, without waiting for joint action. I believe it will be welcomed by the more progressive dealers, and will not alienate the dealers who are caught in the toils of the guarantee, and are dragging down our profits along with their own. It is the progressive dealer's own solution. And while it calls for a maximum of educational work it requires—most im-

portant of all—only a *minimum of backbone*, which is where the weakness has been up to this time.

GUARANTEE HERE TO STAY

Now, in the first place, the guarantee is all right: we must not disturb it. The manufacturer should stand back of his goods. The public and the dealers demand it, and even if they did not, it would still be good business to do so. We may

gloves, and *guaranteeing the goods themselves*. The distinction is artificial but it serves the point. What any reasonable customer wants and expects from a guarantee is assurance that the goods will give reasonable satisfaction. The guarantee makes the customer the judge of what is reasonable, and the manufacturer and the dealer *expect him* to be judicial. Now that is what you get when you guarantee the

D. & P. GLOVES

Each pair of these gloves has been thoroughly examined, and is believed to be in perfect condition. Should any, fail, however, return to us by mail, and a new pair will be furnished free of charge.

The Dempster & Place Co.,
MAKERS
GLOVERSVILLE, N. Y.

THE DEMPSTER & PLACE COMPANY GUARANTEE

change the form of the guarantee, as many manufacturers, within and without the glove industry, have done. We may even drop the word "guarantee" and call it a "notice" or some other designation.

These are all details. The important thing is that the fair-minded customer and the fair-minded dealer shall be protected to the limit, and that the task of converting the other kind of dealer and other kind of consumer shall be accomplished by education, by moral suasion, so to say, instead of by big-stick methods.

Out of all the discussion and experience has come the possible solution of the difficulty. A number of dealers, apparently with a keener advertising sense than some of us manufacturers, have made a distinction in their own stores between *guaranteeing satisfaction* with goods, including

goods to give satisfaction; you are advertising the *goods*, and you are advertising your confidence in the customer's fair-mindedness, you are putting him on honor.

OLDER FORMS MADE TROUBLE

Now look at the other kind of a guarantee, the guarantee of the goods themselves. And it was the older forms of the guarantee that started the trouble. Before they realized the dangers, manufacturers were making their guarantees more and more explicit and circumstantial. Not that the guarantee itself is any less generous to-day. Not that manufacturers are withdrawing any part of it. The trouble was and is that the itemizing of the possible imperfections in a glove operated to draw attention to them, advertised the imperfections instead of the glove, while at the same time the oft-repeated

The Right Influence

What you read in a magazine unconsciously influences your attitude towards every advertisement it contains.

If it's amusing it puts you in a happy frame of mind. If the story or article is of an uplifting character it improves your own view of life.

Everybody's Magazine, with its policy of clean entertainment and wholesome progressiveness, puts its readers in a receptive frame of mind towards everything advertised in the magazine. Everybody's is the magazine through which you can reach the highest class of families in America. Your sales-message persistently told in Everybody's must produce the results you are seeking. February forms close January 5th. Send in your copy now.

Everybody's Magazine

600,000 Average Monthly Net Circulation Guaranteed
\$600 a Page

The Ridgway Company, New York

invitation to send them back if unsatisfactory got shortened in some minds to "send them back, anyway." The public was all right in the old days before guarantee-advertising, but we have since that time been advertising the goods negatively. We have

in the estimation of at least a part of the consuming public. It has upset the judicial attitude of the consumer and made it perfectly easy and automatic for him or her to say to the dealer, "Yes, these are dress gloves, I know, and probably I ought not to have

used them in driving and playing golf, but they ought to have stood a game or two without going to pieces, I think. Anyway, they're *guaranteed*, and that's why I got them, you know. I'd like a new pair."

I don't mean to say such a person is dishonest. It would be much simpler to solve the problem if that were so, because then we should know how to draw the line. But the customer who talks that way is just an average person. He does not think much about the nature of the guarantee or realize that dress gloves are meant for dress wear, and that an entirely different kind of gloves, heavier and stouter, are required for driving or golf. He just

BOLEY'S
TWELFTH AND WALNUT.

RETAILERS OF
GOOD CLOTHING,
HATS, SHOES AND FURNISHINGS
FOR MEN AND BOYS.
KANSAS CITY, MO., Dec. 29, 1911.

Dempster & Place, Gloyersville, N. Y.

Gentlemen: Answering your favor of December 26th, if we continue handling Dempster & Place gloves we will not be interested in your guarantee so much as we will in its effect on qualities, your deliveries and our ability to get fill-in shipments from you when we need them. D. & P. gloves have been satisfactory in the past and we hope that in their manufacture in the future nothing will be done that will cause a lesser degree of satisfaction.

We do not believe a manufacturer's unlimited guarantee on articles of wear is fair to the public as it cannot be based on the entire rights of each individual purchaser. Different individuals use articles of wear under such different conditions that it would be impossible to apply a guarantee equitably without an analysis of the facts covering and following each sale of the article guaranteed.

The guarantee so successfully used by some manufacturers to increase sales is based, therefore, on the "return percentage," which experience has proved is small enough to be taken care of by a small increase in cost to the merchant, or a compensating decrease in quality. That the returns for replacement are small enough to give existence to the guarantee plan, is due to the fact that a large percentage of those entitled to the benefit of the guarantee do not claim it. The amount involved is small—possibly, they reason they have obtained *average* wear—certainly there is dread of possible inquisition, signing of papers, and recording of their claims, which they hesitate to present, even if payment is freely offered.

We guarantee *all* our merchandise to be free from defects—to be just as represented and of fair value. We guarantee satisfaction with every article we sell, based on what constitutes a fair expectancy for the money. We "make good" with our customers regardless of manufacturers' guarantees, and in many instances where we replace merchandise assume the loss ourselves.

We shall continue to handle our glove business as in the past, judging the merits of each individual claim as it comes to us. We will not require our customers' signatures to papers, nor send their records to manufacturers.

This is a long letter but we feel that your "guarantee stunt" is going to result in our losing a line of gloves that has proved very satisfactory for a number of years.

Very truly yours,

The Boley Clothing Co.
By C. N. BOLEY.

ATTITUDE OF WIDEAWAKE DEALER ON GUARANTEE QUESTION

been guaranteeing a certain percentage of them to give dissatisfaction. We have been *advertising for trouble*. And, naturally, we have got what we advertised for.

This sort of advertising has unquestionably lowered the glove

feels that a guarantee is a guarantee; if it is not, what is the use of it? And the dealer does not feel like arguing it out with him.

GUARANTEE STRAINED TO LIMIT

And now the returns have gone from ripped and imperfect gloves



—this is what LOUIS WITTBOLD said:

Kindly send your representative to figure on another page to cover our spring Landscape season.

The page we ran for our Easter business was such a success that we feel we can not afford to miss taking advantage of the opportunity to familiarize the public with the stock and service we will have to offer during this period.

It might be of interest to you to know that March business in 1913 was the largest in our history and we have been established since 1857.

Very truly yours,

THE GEO. WITTBOLD CO.

Per LOUIS WITTBOLD.

About the results of his full page in

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1215-1216 Croisic Bldg., 220 Fifth Avenue, New York City

to the glaring imposition of worn-out, season-old gloves. Most dealers cannot resist the pressure from customers. So long as the guarantee is permitted to mean anything and everything at the sweet will of the latter, the conditions will continue and even grow worse.

The remedy for all this, we agree, cannot be drastic. We cannot take away the power of choice from the ultimate consumer. We cannot, in holding up the hands of some dealers, offend others by too great precipitateness. Whatever is to be done must be done gently and thoroughly, in co-operation with all elements in the trade.

Before coming to the precise steps which should be taken by the manufacturer, let us first see what it is costing him and the dealer in the way of opportunity and profit. That will make it easier to understand the difficulties that surround the problem and the value of the solution.

All kid and lambskin gloves are manufactured and sold on the narrowest of margins. The small amount of machinery required in the glove industry and its inexpensiveness paves the way to strong competition in production and low prices to the dealer. Wholesale prices cannot be raised and yet the cost of labor and material has been rising for a long time past. Most gloves are branded, but few of them are pushed by national advertising. The guarantee, if it had turned out satisfactorily, would have furnished a very fine talking point in national advertising, just as it appears to have done in the case of Holeproof Hosiery. I observe, however, a tendency towards conservatism in that field. The Interwoven guarantee is not a guarantee at all in name; it is, however, broad and general. The earlier guarantee coupon on Phoenix silk hosiery has given way to a rider attached to the stockings which warrants them to give "satisfaction" and leaves the determination of that to the customer's "fair-mindedness."

Thus the guarantee which

promised so much to advertising as a sure means of enhancing confidence in the quality of the advertised goods has also produced the opposite effect and cannot continue to be used as a talking point without the gravest danger.

Moreover, practically all glove manufacturers now are in some way guaranteeing their product, and there is no longer any exclusive advantage in doing so, but on the contrary a general disadvantage. Manufacturers do not all suffer alike. Some of us get off comparatively lightly, while others suffer the return of two, three, four and even five per cent of their gross.

Turn now to the retail situation. I imagine it is different with gloves from what it is with other guaranteed merchandise. Many retailers will tell you that the glove department is the most unsatisfactory one they have in the store; that they make little or nothing on it and suffer more annoyance than from most other ones. Yet they locate it nevertheless in the most prominent place in the store. The reason is this, that there is no department that will so quickly win or lose customers. Most people are fastidious in the selection and trying on of gloves. And the glove department is one in which customers and salespeople are brought into the most intimate contact, where good service and pleasant manners on the part of the saleswoman or salesman are thoroughly appreciated and bad service resented. If the salespersons are diplomatic, they can hold a lot of custom for the store.

Consequently, although the retail profit on gloves is only a little more than 25 per cent and the cost of doing business as much as that in many department stores, and more in a few, the store finds it desirable to keep the glove department up front and employ intelligent clerks.

WHERE SOME STORES STAND

Most stores with a good volume of glove trade repair breaks and rips on the premises. The

The Motor and The Highways

Another Beautiful Special Number of
SCRIBNER'S
FEBRUARY

The Great National Road Schemes:—

The Lincoln Highway, The Old Trails, the Sierra Road, etc., by HENRY B. JOY, President of the Lincoln Highway Association, a fascinating paper, opening up possibilities of wonderful tours undreamed of.

The Motor Truck and Motor Commerce:—

A most illuminating article on the progressive influence of the motor truck on business systems, by ROLLIN W. HUTCHINSON, JR., a recognized authority in the motor truck development field.

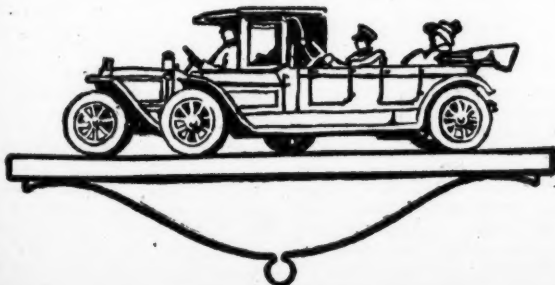
The Alpine Road of France:—

The best motor-way across France from Normandy to the Mediterranean by the new "Route des Alpes," by SIR HENRY NORMAN, M.P., author of "The Flowing Road."

Ten Pages in Full Color:—

8 of them Lumière photographs in color by EARLE HARRISON (photographer of the Panama Canal), showing scenes of beauty along the transcontinental trails. Drawings by well-known artists and many photographs.

Motor advertising Section in Color. Forms close December 30th. Rate \$250 per page.



manufacturer's guarantee has not lightened this work and expense, but on the contrary increased it. Some stores make the customer pay for repairs; these are the stores that carefully explain to the customer beforehand that they cannot guarantee gloves beyond *trying on*, and that they will not sell gloves when they are not tried on at the counter. This is

finds the explanation unreasonable *at the time of purchase*, and he never thinks of questioning it afterward.

It might occur to some advertising men to wonder why the dealer should care whether the goods are returned or not, provided the manufacturer stands the loss. The explanation is that, however willing the merchant is

to make good on any unsatisfactory goods, he nevertheless wants his goods to *stay* sold, and always buys with that object in view. That being his policy, he wants to apply it to every commodity in his store. He wants goods that will give satisfaction, each according to its nature and quality. And because the goods differ in countless ways, he wants to have the nature of the guarantee settled at the counter, and not at the factory. If the two guarantees, that of the merchant and that of the manufacturer, were identical, he would have no objection to it, and could prevent the demoralizing and disorganizing effect of many returns and particularly unreasonable returns of merchandise.

Some of the dealers are strong enough, as said, to absolutely dis-

regard any guarantee. But most dealers are not, and they view with discomposure the constant, daily insidious education of their customers to be careless, inconsiderate and exacting in the matter of gloves. They do not expect to see them drop this state of mind at the glove counter. They fear that they will carry it elsewhere in the store and make the burden of retail service a still heavier one.



SOME OF THE D. & P. DEALER HELPS

the only sound way, because the serious imperfections will reveal themselves at this time, and a glove thus tried on and examined will give reasonably good service unless it is subjected to strains which gloves should not receive.

Now these more careful dealers take pains to explain to their customers what the guarantee should mean. The consequence is that they are troubled with relatively few returns. No customer

The doctrine that the "customer is always right" is sound, but it must be accompanied and interpreted by a corresponding doctrine that the customer always wishes to be right.

Here, then, is where we must begin our educational campaign, for, as I have sufficiently indicated, it must be an educational campaign. We have always, as an industry, stood back of the dealers; we must now put the moral strength of the strong dealers behind the weak dealers and show them that indulging the expectations of the public is injuring them even more than it is the manufacturers. We must make the guarantee mean to the consumer just what it means to dealer and manufacturer. If we have to do this by dropping the word "guarantee," as some of the hosiery manufacturers have done, as the trade press wants us to do and as a large number of the most important dealers want us to do, that is a small matter—a distinction without a difference. Provided the spirit of the guarantee remains, what matter how it is called? What matter, indeed, when the change *saves the guarantee* to us as a real talking point instead of an embarrassment?

MINIMIZE IMPERFECTIONS IN GOODS

Summed up, then, what the glove industry has got to do, it seems to me—and the glove industry is probably only typical of other industries that are using the guarantee and hence have their guarantee problems—is this: make all of its literature, tags, riders, coupons, etc., point constructively to the quality of the goods and the almost inevitable satisfaction of the user, with, of course, the assurance of the house that in case of the unexpected and exceptional imperfection revealing itself, perfect satisfaction will be given. Then by every other kind of means leave it or put it up to the retail merchant to educate his customers as to what it is right and what it is wrong to expect of the widely different kinds of gloves.

The retailer was doing this be-

fore, is doing it now in spite of the handicap of earlier guarantee advertising, will do it again, and, if helped by better guarantees and advertising, will do it more effectively than ever before.

This is, I think, the solution of one of the most plaguing of our difficulties. It is a solution that I would like to see undertaken by the industry as a whole, but it is one to which the logic of events is already driving members to undertake individually. And the nature of the problem being the same in other industries, the solution can hardly be different then: the manufacturer must assure the users of his product the fullest satisfaction; but he must assure himself that the users will be reasonable, fair-minded, judicial, in asking it.

Parker Becomes Advertising Manager of "Century"

The *Century* magazine has a new advertising manager in the person of Don M. Parker. Mr. Parker has been for three years advertising manager of *St. Nicholas*, also published by The Century Company. Retaining his association with the latter publication, he took *The Century* position December 15, succeeding Josiah J. Hazen, who retires from the company. Mr. Hazen's future plans have not been announced.

Mr. Parker's advertising experience dates from ten years ago, when he "got a job" with McClure. Phillips in their book department, later becoming advertising manager. He then joined the advertising staff of *McClure's* magazine.

Garrett with Multigraph Company

Arthur T. Garrett, for several years with the Roycroft Shop, at East Aurora, and later with The Curtis Advertising Company, of Detroit, has become assistant advertising manager of The American Multigraph Sales Company, Cleveland.

Nichols, Assistant General Manager, Leslie-Judge

Charles B. Nichols, formerly advertising manager of the Leslie-Judge Company, has been promoted to be assistant general manager of the company. Mr. Nichols will make his headquarters in Chicago.

Ferree Joins Nelson Chesman

W. A. Ferree has resigned his connection with the Little and Becker Printery, St. Louis, and has joined the copy department of Nelson Chesman & Co. St. Louis office.

New Audit Movement Would Include All Advertising Interests

A MOVEMENT to bring together in one organization all of the interests concerned in an adequate audit of circulations came to a tentative head last week when a preliminary committee representing advertisers, advertising agents and publishers was formed, with Louis Bruch, advertising manager of the American Radiator Company, as chairman, for the purpose of organizing a proposed "Advertising Audit Association."

Assurances are said to have been received that the Association of American Advertisers will allow itself to be merged in the new association. The moral and financial support already given by the Western Advertising Agents Association, in which the movement originated, and the Eastern Advertising Agents Association has been followed by like action on the part of representative advertisers, and a considerable number of leading publishers, of whom the Standard Farm Papers are one group. This support has made it possible to secure Russell Whitman, for the past five years publisher of the *Boston American*, to become active in organizing the membership in the new association and to secure subscriptions to a fund of \$100,000.

The plan is to build an organization which shall rate circulations with the same authority that Bradstreet's and Dun's rate mercantile standing. Its carrying out is contingent upon the committee securing by May 1 membership guarantee to the amount of \$100,000 a year. Unless at least this amount is assured, the promoters will drop the plan.

If it is carried through, as the promoters are sanguine in believing, Mr. Whitman will become general manager.

It is planned to draw the force of auditors, numbering in the beginning perhaps fifteen or twenty and growing as the work requires, directly from men now actually

engaged in circulation work, and not from professional auditors and accountants who have had no personal contact with circulation conditions. Some are expected to be specialists on large city newspapers, others on small-town papers; some on standard and women's magazines; others on mail-order mediums; some on farm papers; others on technical papers; others on trade papers, and so on.

The plan is to get all of the facts about circulation, to get them through auditors who know what they are as well as what they ought to be, and to have enough auditors to ensure the work being thoroughly done. Only publications embraced in the membership of the new association will have the benefit of the audit, but membership is "open to all who are willing to share the expense of putting the audit on a high standard."

Mr. Whitman severs his publishing connection with the *Boston American* on January 1, and expects to devote his whole time to the work of organizing the new audit association. He defined the objects of the association to a representative of PRINTERS' INK on Saturday, as follows:

"1. To furnish advertisers and advertising agents with accurate, impartial and authentic circulation data about (a) Newspapers, (b) Magazines and Weeklies, (c) Farm Papers, (d) Trade and Technical Publications.

"2. To enable publishers to deal with one organization whose findings will be regarded as final and authoritative, thus saving duplication of effort, expense and verification.

"3. To publish annually a statistical volume containing the findings of the association which shall be to the publishing and advertising worlds what Dun's and Bradstreet's are to the mercantile world. This volume to contain no paid advertising of any kind or description.

"The demand for circulation information simmers down to just three questions—What have you got? How did you get it? Where did you get it? We propose to form an organization that shall get the answers to those questions in every case. How far we can go in getting the facts out of the different publishing establishments is a question that cannot be answered in advance, but we propose the most comprehensive and determined and best financed effort that has ever been made to get to the bottom of it.

"We hope to be able in a short time to announce all of the interests who are back of the movement. Most of those who are identified with it do not care to say so until it has reached a practical stage and permanent organization is possible. But these men have given liberally toward the preliminary work. And many others, among them prominent magazine publishers, have given their support though unwilling to commit themselves at this time on the question of becoming members of the new association."

Mr. Whitman's statement may be supplemented by these extracts from the prospectus of the new association:

It is an undeniable fact that at the present time there is no universally accepted authority on advertising circulation.

Advertisers and advertising agents have heretofore had only one source to secure such information, viz.: the Association of American Advertisers, and the officers of this association are free to admit that through lack of adequate funds, their service, while successfully extended in recent years, is inadequate.

Publishers, on the other hand, have had in some cases cause for complaint against the incomplete circulation investigation methods to which they have heretofore been subjected and all are tired of the duplication of these inadequate investigations.

All are agreed that a plan should be evolved whereby the advertiser shall be able to know when he buys space in a publication exactly what he is buying. And the honest publisher desires to be able to demonstrate to the satisfaction of all his customers exactly what he is selling, thereby preventing unfair competition with publishers who have no regard for the truth.

The synopsis of the constitution of the proposed association throws light on certain practical points;

The service also embraces that all subscriber-publishers shall agree to furnish the association with quarterly, sworn statements of circulation, subject to proof on a guaranteed yearly audit.

Where practicable, the service to subscribers shall embrace data describing the opportunities for advertising in the locality or section covered by the publication examined, etc., etc.

Any advertiser, advertising agency or publisher in the United States or Canada may become a subscriber.

(Subscribers do not "join" to give others the benefit of their views, knowledge or experience—the association is organized solely for the purpose of establishing a service of authenticated figures and data, which shall put advertising on a commodity basis—thus eliminating wastefulness in advertising, and bringing about its more certain, widespread use.)

The general management of the work of the association shall be under a board of directors, consisting of two advertising agents, two magazine publishers, two newspaper publishers, one farm journal publisher, one trade-paper publisher, and nine national advertisers. The president of the association shall be a national advertiser, who is not allied with any advertising agency or publisher.

Subscriptions, all of course tentative, pending permanent organization, have been arranged as below. The character of the audit is indicated by the third paragraph:

Class A—Advertisers: Annual dues \$200 payable in equal monthly instalments.

Class B—General Advertising Agents: Annual dues \$300 payable in equal monthly instalments, in advance.

Class C—Publishers: Annual dues based on circulation, as per table below. Payable in equal monthly instalments, in advance. Publisher-subscribers hereby grant the right to the association to examine any and all bills, papers and other records considered by the association necessary to ascertain the facts with regard to circulation, how distributed and how obtained. Annual audit by the association is guaranteed the publisher-subscriber with privilege extended to him of republishing association's full report on his publication to any advertisers (whether subscribers or not to this association); also permit to republish full data sheets of the association regarding advertising opportunities in his locality or section.

Magazines and periodicals, including farm papers:

| | Per Week. |
|----------------------------------|------------|
| Over 1,000,000 circulation.... | at \$15.00 |
| Over 500,000 circulation.... | at 10.00 |
| 250,000 to 500,000 circulation.. | at 9.00 |
| 100,000 to 250,000 circulation.. | at 7.00 |
| 50,000 to 100,000 circulation... | at 5.00 |
| Under 50,000 circulation..... | at 2.50 |
| Trade papers | at 5.00 |
| Technical farm papers over | |
| 200,000 circulation..... | at 2.50 |

(Continued on page 89)

The first of a series of stories by Meredith Nicholson whose every book has been a "best seller" and whose remarks as a member of The American Academy of Arts and Letters excited country-wide comment appears in the January 1914 issue of
THE RED BOOK MAGAZINE

JANUARY 1914
PRICE 15 CENTS
THE
RED BOOK
MAGAZINE



Meredith Nicholson's ←
greatest story complete in this issue

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THE
MAIN
CHANCE

NICHOLSON

BOBBS
MERRILL

A HOOSIER
CHRONICLE

LITTLE
BROWN
JUG
at
KILDARE

NICHOLSON

NICHOLSON

HOUGHTON
MIFFLIN CO

FROM

THE CHICAGO DAILY NEWS.

Nicholson Denounces Crase.

Meredith Nicholson was waylaid in the grand foyer of the Art institute.

"Yes," was his reply to the question. "And it is unhealthy, unwholesome and un-American. I am glad to say, though, that, I do not believe it will last. What is it, after all? Merely commercialization of sensualism. When I have to write so as to play upon human emotions and thereby complete with the social evil—well, I'll guilt."

"Too Much Sex in Fiction."

Will H. Hall recalled a "sex novel" of an earlier day as an illustration.

"There is altogether too much sex in fiction," he said, "and in drama, too."

THE
LORDS
OF
HIGH
DECISION

NICHOLSON

OTHERWISE
PHYLLIS

NICHOLSON

How the Farmers are "Different"

An Easterner, coming West for the first time, is usually surprised, not so much by what he sees, as by what he doesn't see. He rather expected the people to be different.

We find this same feeling prevails rather generally respecting the farmer, especially among business men who do not come directly in contact with country people.

The principal difference between the farmer and his city cousin is length of vision; the farmer, not being hemmed in by brick walls, can see farther.

In most other respects, however, he is essentially the same; having quite similar tastes, inclinations and needs, at least concerning general utilities.

We are prone to forget that country people have always been buying and using the same general lines of merchandise that are sold in the cities, for in all cities and towns of less than 10,000 population the farming trade is more than 50 per cent of the volume.

Associated Farm Papers

537,000 Farm Families

Who are "different" in this way—they have more money to spend than the average city family.

| | Established |
|--|-------------|
| NATIONAL STOCKMAN AND FARMER Pittsburgh, Pennsylvania Supreme in Ohio and Pennsylvania | 1877 |
| FARMERS' REVIEW Chicago, Illinois Supreme in Illinois | 1877 |
| FARMERS' GUIDE Huntington, Indiana Supreme in Indiana | 1889 |
| FARMER AND BREEDER Sioux City, Iowa The Cream of Four States (Ia., Neb., Minn., S. D.) | 1878 |
| NEBRASKA FARMER Lincoln, Nebraska Supreme in Nebraska | 1880 |
| FARM AND RANCH Dallas, Texas Supreme in Texas and Southwest | 1883 |
| CALIFORNIA CULTIVATOR Los Angeles, California Supreme in California | 1880 |
| RURAL CALIFORNIAN Los Angeles, California Supreme for Fruit Growers and Ranchmen | 1877 |
| THE RANCH Kent, Washington Supreme in the Pacific Northwest | 1895 |



Associated Farm Papers

Chicago
Steger Building
D. C. Kreedler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour, Manager

New York
Fifth Avenue Building
S. E. Leith, Manager

What Blocks the Avenue to Larger Sales?

The Answer in One Promising Campaign Was Found by Comparing Results of a House-to-House Inquiry with the Advertising Copy—Why One Auto House Revolutionized Its Copy

By W. W. Garrison

Of the Nichols-Finn Adv. Company,
Chicago

CLOSELY planned advertising campaigns, that seem to be successes, sometimes automatically restrict the full possibilities of sales expansion.

Without the least inkling about what the investigation would develop, the writer a year ago accompanied the advertising manager for a nationally advertised product on a tour of inquiry covering parts of Ohio, Indiana and Michigan.

The product is so well known that were I to mention the initials of the company almost any advertising man would recognize it, for the advertising expenditure is something over a quarter million a year.

We started out to "just find out how users liked the goods." The product is sold through dealers, the manufacturer dealing solely with jobbers. He has a big crew of salesmen that cover the jobbers of the country. The product is retailed at not over 25 cents, and is used for the kitchen.

We prepared a number of data sheets to record what we learned about these particular goods, what competition they had in the home and as to whether a certain idea would meet with the housewives' favor.

Inasmuch as we felt we could get the fairest possible line-up in small towns and on the farms, we started with the first farmhouse we came to, outside big city environs.

At the outset we were rather surprised to find that in most of the homes we visited the goods were known and in more than 60 per cent of them they were used.

One of the questions asked was

to what uses the housewife put the goods in addition to the primary uses, known to everyone.

As the investigation wore on, we began to tabulate the returns. We had now visited more than 200 consumers.

One night, checking things up in a hotel in a small Indiana town, imagine our surprise to find that the biggest possible use for the goods—a use which in any average home would mean the consumption of three dollars' worth of the product a year—was apparent in *only four per cent of the homes at which we had called.*

At that time the per capita consumption of this product, the country over, was twenty cents a year.

If every home that now used it for its smaller functions used it for the *big* purpose, that would mean approximately two dollars per capita per year!

We kept on the investigation until we found that adding new data sheets to our collection did not shake the averages of 4 per cent, and we returned home wondering at the why of that fearful condition.

It dawned upon the writer that the label on the package called attention, not prominently perhaps, to the *big* use and also to the other purposes for the product. They were all jumbled in together.

Then, in a flash, the thought came that most of the advertising copy—and it was some of the finest copy running in women's papers—was hammering on the purposes of this product which best lent themselves to idealistic illustration and copywriting.

Excellent drawings were used—one of the highest-priced artists in this country did the work—and the two idealistic usages (not the use in the kitchen which brought about the biggest consumption of the goods) formed the topic for most of the advertisements.

In fact, running through the library of scrapbooks containing the company's previous advertising, we found there was not a piece of copy which deviated from the two small uses for the goods.

But the concern had absolutely captured the market, as far as these two functions went. And another line of goods, not generally sold under trade-mark, had crept in and laid its grip upon the big consumption. That was the competition.

Here was a case of a manufacturer whose advertising had been beyond any possible chance of reproach. It was good, clean, forceful, red-blooded selling copy—who had let the big chance slide by?

"It's a mysterious thing," the advertising manager pondered. "We have always featured those two uses and said flatly in every piece of copy that the goods are for 'all kitchen uses.'"

As a matter of fact that advertising had suggested two means of using the article to housewives. They had obeyed the impulse and had bought the goods, but only for the purpose that was hammered home so hard to them. They continued to use the kitchen methods of their grandmothers when it came to the function which counted for the largest sale of the product.

In spite of our rather sensational homecoming with the news, the company couldn't see that such a possibility existed. "You must have just happened to strike communities where peculiar conditions existed," the sales department ventured.

But it was a serious enough state of affairs, this overlooking of nine-tenths of the market, to warrant an investigation.

So 10,000 names were selected from lists covering different sections of the country. They were names in localities that were not likely to be affected by any peculiar local conditions.

The big range of territory covered merely widened the percentage by one-half of 1 per cent. *Only 4½ per cent of the housewives, the country over, had discovered the big niche for these goods in their homes!*

The very goodness of the advertising had restricted the market.

The officers of the concern realized that they had been pretty suc-

cessful in capturing the two-use business. So they struck on a rather unique procedure to get the rest, or a share of it. They did not care to imperil the progress they had already made by confusing the issue with the housewife through the hammering home of a third use.

So, without any additional manufacturing expense—merely at the cost of new labels and a slightly altered product—they produced what was virtually a new article with which to capture the market they had missed.

As this article is written, the concern is on the point of launching the campaign on the new goods. Getting distribution for it was a childish simple task. Dealers generally voiced their approval and stocked the goods, as did jobbers, for this gave them a chance to sell in package form what before had been purchased in bulk largely.

It is a foregone conclusion that the advertising campaign on the new goods will be a success—the dealers' orders have already paid its way.

It is scarcely within reason that this concern did not know the truth about its sales any better than this account shows, but it was so positive of its business that the thought had never struck it that Main Street was blockaded. And if I were to mention the name of the institution here I doubt if it would be believed of that company.

Equally interesting, yet never considered in a serious light, was the discovery recently by a company which expends in the neighborhood of \$150,000 annually in national advertising, that through copy-illustrations, copy and the selection of media it had confined the product to a single class of trade and one class of people.

True, this was the easiest class to reach with the goods, but the business had come with such ease—it had never even been necessary seriously to go after the jobbing trade—that the company had been content to continue each year with a fat increase and let it go at that.

But recently the moment came when it was seen that the increase, which the concern looked upon as a healthy annual expansion, was not forthcoming. The increase in business was smaller than the previous year's increase and conditions indicated that the year to come would not greatly raise the figure.

New copy is at present appearing, and it carries a double appeal, to both the old class and to an entirely new class of trade which had been neglected. It does not appear to be easy to get. It is not coming as rapidly as it would have, had the double appeal been instituted at the start.

But the results thus far presage the capture of the other half of the market eventually.

Still another instance—no one ever dared to criticise the advertising of a company which manufactured and sold automobiles. Its copy was popularly known as "classy" and was considered at the same time to have the requisite "punch" to make the public read the message.

The copy was decorated with excellent art work, judicious use of white space, good border arrangement and contained sound advertising argument. It was termed excellent copy, and the heads of the business were elated with its apparent success.

It was left to a clerk, a member of the order department, to discover that in a certain territory a dealer was getting an exceptionally high class of people to purchase the goods. In fact, in that territory, this moderate-priced automobile was meeting with remarkable patronage from very rich people. The advertising was given a share of the credit. Very naturally the factory made money on that territory. But the dealer, for the three years he has had the contract, strangely has consistently lost money.

Inasmuch as it is said that from 80 per cent to 90 per cent of the auto dealers lose money anyway, and in view of the saying, "Get the high-class business, the lower classes of business will follow," the fact that this particular dealer

lost money did not greatly excite factory heads.

However, the point that aroused some inquiry was that the chief competing dealer was making money. He sold more cars.

But, on the other hand, he did not get the better class of people to purchase his car as did the losing dealer. And admittedly the advertising which the former depended upon to attract prospects to his store, was not as "good copy" as that of the dealer who secured high-class business.

When a member of the factory organization who had gone into the matter brought up the point in a meeting with the dealer, the former recalled to mind a similar incident many years back, when motor-cars were new, in the same territory. The previous dealer was a rich man's son—he sold to the very wealthiest of the population. And he liquidated, in about two years' time.

"Can it be," the factory man asked, "that you've neglected those who are not so wealthy merely because this car is just about within their financial means?"

"We work our prospect list from A to Z just as hard as it is possible," the dealer replied. "No prospect is ever neglected. That's the class of prospects we get. They're all about the same. We sell a very large proportion of them."

The factory man told him he was missing the big market—he was not selling to the great middle class, whose money was exactly as good as that of the wealthy—and whose business presented a larger gross volume.

About six months later the matter was put up to a veteran advertising man in the automobile business. Inasmuch as the prospect-getting machinery consisted of the advertising campaign, the advertising man first scrutinized that. He went over the owner's list. There was no end of blue blood, but the great group of middle-class purchasers was missing.

He pondered over the successful advertising for some weeks and finally made this declaration:

"Your copy is not too 'classy'—

it has the 'punch.' But, by the gods, you're talking here of a \$5,000 car—of the dignity that might be attached to a Pierce Arrow, Packard or Locomobile. And you're selling a \$1,400 automobile!

"Feature the price!

"Up to now you've scared away the big market.

"You may lose some of the wealthy, though I doubt it, but you'll get many times the prospects, and sell far more cars, because you're going lower down the financial ladder where the bulk market exists."

A price ad was written. The price figures were a part of the headline. The copy was written as though it was the announcement of a new car under the R name, and the price was given all the way through the advertisement whenever it was possible to prove an automobile of exceptional value by that means.

That was a memorable day in that showroom. Automobile prospects are worth from five dollars to ten dollars apiece—that is the way some automobile advertising managers figure, though they often pay more.

But this particular dealer, with a piece of copy that cost him about \$175 to insert, had something like forty-five new names on his books before the day was over.

The former copy had gone over the head of its greatest market—the one that can scarcely be termed the "silk stocking class." But the later did the business. The continual featuring of the price through the remainder of that season caused the statement by that particular dealer that he finished this season with the first profit since his connection with the R car.

If you happened to pick up some national medium or newspaper today and an R ad caught your eye, the next thing that would strike you would be the price of the car. It is a standing rule that somewhere in every advertisement the price must be displayed not much smaller than is the headline type and occasionally larger.

Admittedly no advertising copy nor salesman's selling talk is be-

yond criticism, yet a study of the market, of the effect of certain styles of advertising and of certain points of attack, is just as essential as it is that the name of a product be made known through advertising.

For too often an unbalanced campaign will keep shut away a part of the market.

Doings of the Boston Pilgrims

The Pilgrim Publicity Association has moved into the new Publicity Building in Bromfield Street. The Pilgrims, under the direction of Chairman Douglas N. Graves, made a systematic canvass for tenants and succeeded in renting many offices.

The Pilgrims propose to make the Publicity Building the rallying place of the advertising interests of New England.

President Carroll J. Swan has moved his offices from 24 Milk Street to the Publicity Building.

The Pilgrims are making great plans for their annual Christmas party, which is for members only.

The Educational Committee of the Pilgrim Publicity Association, under the direction of Chairman Henry Hale, Jr., has worked out a plan of co-operation with colleges and institutions in Boston that provides courses of study in advertising.

Representatives of the Boston College Y. M. C. A., the School of Finance and Business Administration of the Boston Y. M. C. A., and the educational classes of the Boston Y. M. C. U., met with a committee of the Pilgrims and agreed to exchange privileges with the P. P. A. The plan worked out very successfully.

The Y. M. C. U. has given the Pilgrims the use of its large assembly room for the "Tools of the Trade" lecture course of the National Educational Committee.

Pilgrims Warner H. Bell, William J. Boardman, John J. Morgan, Walter G. Resor and Myron C. Leckner comprise the staff of lecturers on publicity at the School of Finance and Business Administration of the Boston Y. M. C. A. The school claims to be of college grade and grants degrees.

Speakers for Representatives' Banquet

The Representatives' Club of New York will hold its annual banquet at the Knickerbocker Hotel on December 19 at 7 p. m.

The speakers scheduled are: Erman J. Ridgway, editor of *Everybody's Magazine*, and Dudley Field Malone, Collector of the Port of New York.

Richard H. Waldo, advertising manager of *Good Housekeeping* magazine, will be the toastmaster.

There will be several professional cabaret stars on hand, including Marshall P. Wilder.

ONE-CYLINDER ADVERTISING

Not so very long ago there was a manufacturer who had the distinction of supplying 75% of the market in his line.

However, as he saw a competitor approaching, he decided to advertise. He called in an advertising agent and talked of a nation-wide campaign. After five minutes the agent had the following information to help him in his work:

Couldn't exactly say what his sales had been in any one part of the country for any one year. Didn't really know just what the channels of his distribution were, how much was used by ship-builders and how much by mining-engineers. No, he had never had any orders from the Pacific Coast, and he had often wondered why. As a matter of fact, he hadn't kept much track of his goods after they left his shops and went to his jobbers. Why should he? He knew he was selling \$2,000,000 worth of them each year.

Controlling the market may be a good excuse for indifference—while it lasts. But when it becomes necessary to turn to advertising to maintain a dwindling strength, a continued disregard for pertinent conditions means chaos.

Here, then, is the part of the mission of the advertising man. Usually he, more than the manufacturer, realizes the importance of such knowledge as is preliminary to a successful campaign.

Until the market is as well known as the source of supply, and the character of the consumer as familiar as that of the workman in the shops, neither agent nor publisher can afford to sanction a campaign.

THE CURTIS PUBLISHING COMPANY
Independence Square, Philadelphia

2,231,000 "Theys."

They are the basis of our advertising argument—in fact the body, soul and spirit of the argument.

They represent the final motion that makes the six Sunday newspapers with which the American Sunday (Monthly) Magazine is issued the most important group in the country.

These 2,231,000 "Theys" keep thousands of skilled mechanics at work.

These 2,231,000 "Theys" are the forces which make possible the gathering of the world's news and the placing of it in their homes at an insignificant cost to them to read.

These 2,231,000 "Theys" turn the wheels of factories that they and their children may be housed and fed and clothed.

These 2,231,000 "Theys" go in and out of the stores of thousands of merchants, and by the millions they spend keep industries humming.

It was to reach and influence units of this magnitude that advertising was conceived and because of these millions of "Theys" that it continues as a method by which the crowd is told where best to buy and at what price.

The 2,231,000 "Theys" of the American Sunday (Monthly) Magazine is the largest congregation of readers possible to reach through one publication.

These 2,231,000 "Theys" are not located in 6 towns—but in 6000 cities and towns.

These 2,231,000 "Theys" are not of one class, but of all classes, who can afford and do spend at least 5¢ a copy for good, substantial literature.

These 2,231,000 "Theys" make it possible and necessary for us to furnish the following features in our February issue:

Front cover by Harrison Fisher.

A rousing story by Compton Mackenzie, illustrated by Andre Castaigne.

Another of the famous Robert W. Chambers' stories, with Chas. Dana Gibson as the illustrator.

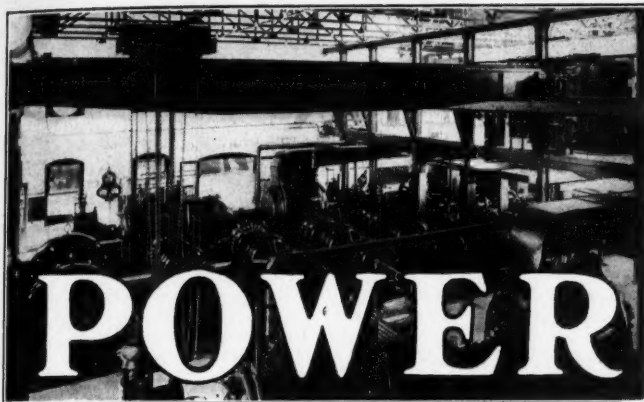
A masterpiece in "Mr. Knox's Strange Adventure," by E. Phillips Oppenheim—Wenzel illustrates the story.

February forms close December 26th—rate \$6.00 per line.

American Sunday (Monthly) Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.



Helps the Manufacturer of Power Plant Goods

It helps the manufacturer of goods that can be sold by mail by producing quality inquiries for him.

It helps the manufacturer who sells by means of a sales force, by making it easier for his men to close business.

It is a sales aid of the highest order, because it reaches the thinking men in the power plant field.

Note a few paragraphs from recent letters from POWER advertisers:

"The results from this advertising have always been very satisfactory, not only in the quantity of replies obtained, but, what we consider more important, the quality. We find that we received many more orders from POWER inquiries, than from any other source."

Turbo-Blower Co.,
New York.

"We of course consider POWER a fixture and would hardly feel at home if we were to be omitted from even a single issue, for we just recall the fact that we have been advertising with you for more than ten years."

Lagonda Mfg. Co.,
Springfield, Ohio.

"We have compiled a schedule of returns received from all mediums in which we are carrying advertisements of our pumping equipment and find that POWER is giving us 71% of the total returns."

John H. McGowan
Co., Cincinnati, O.

If you are a manufacturer of Power Plant goods, POWER can aid the selling end of your business. Put it to the test.

Circulation 30,000

Hill Publishing Co., 505 Pearl St., New York

Also Publishers of The Engineering and Mining Journal
Engineering News, American Machinist and Coal Age

The Case for the Copy Writer

As Presented by an Agency Writer of Advertisements—A Recital of His Tribulations Seems to Put Him into the Same Class as the Patient Job—Something About Copy "Styles"

By F. R. Feland

Of the Copy Staff, Geo. Batten Company, New York

[EDITORIAL NOTE.—The following was delivered as a speech before the New York Ad Men's League. It was "kickers' night," and each speaker was given *carte blanche* to register his protests against things in general and particular.]

AFTER the song of merchandising has been sung, the light of scientific analysis has paled, the slats of strategy been kicked in and the stage all set for the entrance of the star whose name is "Our Service," it is the copy writer who calmly drags a pad over into his lap and proceeds, to invent everything that the public will ever see or know of your advertising campaign.

To expect a kick from a copy writer is really a most fanciful conception. It's like expecting a clay pigeon to fly back and peck the president of the gun club. Admitting that a copy writer has a number of kicks coming, the facts are that those kicks are coming towards him so fast that defensive work is the finest valor.

Before I register any kicks I want to say that I have nothing to assail except the exceptions to the rule—the uncombined alkali of the business, the ubiquitous fifty-six one-hundredths per cent that is *not* pure.

Please do not believe that I make these qualifications to my remarks because I am holding a job which by its very nature makes one an absorber and not a dispenser of kicks. I am slamming the exceptions and not the rule, because if the exceptions were the rule I would not be in this business, but would go back to the type case from which I sprung, and make way for the novices that

are yammering for an "agency connection."

Kick No. 1 is that the importance of copy in an advertisement is too much underestimated. I trust that no one will rise up and deny that the chief business of most advertising men is producing advertisements.

All that the public ever sees of an advertisement is picture and text. No man is more intimately concerned with these things than the man who writes the copy. He is the real father of the advertisement. Yet I believe that too often, even in this day, his work is regarded as so much matter to be poured into a hole around a cut. Copy is considered something flexible, to be stretched or condensed, trimmed and shaped to occupy an arbitrary space. Few printers and fewer artists have any other conception of copy. The fact that the word "dope" is their universal word for it is enough to convince.

SOME OF HIS TROUBLES

An artist, to balance a composition, draws four or five parallel horizontal lines in some little out-of-the-way corner, and it is up to the copy writer to blurb out just enough words to fill this hole. Too frequently he is told to "cut copy to fill space," or "write a little more copy for this space, so it can be set uniformly with the rest of the advertisement."

"Adapt this magazine page to 100 lines in the *Post* and boil down the 'reading matter' until it will go in."

I know of nothing more depressing to any writer than to labor painstakingly until he has packed a given appeal, selling talk, description and proposition into a given number of effective words than to have what he knows is copy—what he has showed around the office and smiled modestly over—dispassionately referred to as "too much reading matter."

A copy writer is not a man who can make words perform miracles. No matter how wonderful his character he cannot feed a multitude of words into seven inches and a few small lines and

have seven basketfuls of white space left over,

Also, although he may under the stress of the moment put a little Frothingham Scripture Style into his talk, he cannot always at a sudden bidding produce copy of Shivers Cigar Style, Rogers Peet Style or Prince Albert Style; yet he is asked to do it. Has it ever occurred to the man who admires a certain style and wants to see it in his own advertising that no real style can be perfectly imitated and that the origin of all the various admired styles was simply the result of letting some copy writer go ahead and write the thing as he saw it?

COPY WRITER A NEW SPECIES

Just what is a copy writer, anyway? The very name sounds like a stigma. He is almost an entirely new species. The illustrator can trace his pedigree back to the monasteries of the dark ages, the agency representative is the grandson of the old-time commercial traveler, the printer goes back to

Gutenberg, the magazine representative is doubtless descended from the Harpies, but the great class of men who write advertisements as a profession are a new growth, they have no history, they are not to be compared to newspaper reporters, or to any other class of authors of fiction. The copy writer is a new growth upon the body politic, and he has not yet quite found his level, even though it has been pointed out to him at times in accents that admit of little misconstruction.

In his feeble way he has pushed forward until the solicitor with a pocketful of accounts can no longer flit from agency to agency with them. It is largely about the abilities of the copy writer that you speak when you talk of service, for the copy writer has nothing else under heaven to sell but service.

Just as printers and proof-readers seldom show any brotherly feeling, copy writers and the men whose business it is to improve the copy they are unable to pro-

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

duce are of opposite types of mind. As a rule the writer is the younger man. He is looking ahead, he is taking the course of advertising empire a little farther forward every year, and there are few men so beset with myths and fetiches and conventional resistance as he.

It is the man who *writes* who fills the chairs at your special classes in psychology and arrangement. The client, the agency representative, the advertising manager who delivers lay sermons—they are always somewhere else.

THE BANE OF CONVENTIONAL CRITICISM

I referred to fetiches, myths and criticism—that is, conventional criticism. Against criticism by judgment I harbor no malevolence, be the judgment good or bad. But criticism by rule, by conventional remarks, is maddening. I'll tell you a few of those conventional remarks, and you can think them over and decide just what their true value is. When one of these reasons is given you, you are powerless. They are the accepted weapons with which new ideas are slaughtered, and you can't tear away the conventional cloak and demand the real reason.

There is this one. "People won't read small type."

Why, the mail-order houses of the country have their very foundation laid on the efficacy of small type!

Another, "Never begin a letter with 'we'." Or, in an advertisement of collars you show a figure in a silk hat and are told, sententiously, "We are not advertising hats."

And here's a grand old favorite, "Don't use a negative statement, a positive is always stronger." Think how the Decalogue might have been altered by this rule. How would you say "Thou shalt not covet" in a positive way?

Then there's the bland idea that the public remembers perfectly what your last year's campaign looked like. "We want to link this advertisement up with the one we published last Christmas," you are told.

The holy sanctity of the sched-

ule is another thing that deserves the boot. Science tells us that all forms of matter possess elasticity in some degree, yet every writer has seen schedules that for elasticity glass in comparison was as India-rubber.

That's wrong and here's why. Space is a commodity on the market. You can buy all the agate lines you want to pay for. Good copy, "way up" advertisements, you can't go into the market and buy. I'm not talking about ordinary good copy, but the occasional swan that hatches in a brood of ducklings. You get it or you don't get it.

Let's say you have a campaign of twelve advertisements, prepared, O. K'd, set up, plated, noted on the schedule, and one day your writer and your artist get struck by lightning. They produce one of these 100 per centers, one of these three-time winners. It has happened that advertisements of this character have received not even a second's consideration because "the series is all complete—there is no space of this size scheduled, we don't need another advertisement." Your triumph, better than all the others combined, is just "another advertisement."

Sometimes just the opposite happens. The triumph is accepted with hurrahs, great! fine! "Give us eleven more just like it," and they can't understand why you can't fetch in eleven just as good as the best in a couple of days, when there may never be as good an advertisement again written for the advertiser.

The copy writer is fast coming into his own. Advertisements of the future will be what the best advertisements of to-day are—straight stories with no ugly, glowing display—all straight and to the point as a page out of a booklet. The "mere" copy writer is fast growing less mere.

Bartow and Schmidt Join Forces

C. L. Bartow, formerly with the H. E. Lesan Advertising Agency, and W. A. Schmidt, formerly with Nelson Cheaman & Co. and Hill & Tryon, have opened an advertising office in New York.



One Medium That Reaches All Classes

EVERYBODY reads street car advertising—the Wage Earner and Capitalist, Democrat and Republican, Presbyterian and Episcopalian, the American and foreigner,—men, women and children.

Street car advertising gets to the public all around town, day and night. This is a circulation not sought with premiums, but one which, by necessity, seeks the medium.

People *will* go to work—*will* visit—*will* shop—*will* attend theatres—which means people *must* ride on the street cars.

The abolishment of street car lines would mean the crippling of business.

The use of street car advertising will mean the increase of your business.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

To a Manufacturer of Pianos

I HAVE asked a dozen men to guess how much C&H spend for a certain client. Their guesses ranged anywhere from \$75,000 to \$200,000 IN EXCESS of the maximum annual appropriation. ¶ A while ago a prospective client asked me if Calkins & Holden could, for \$50,000, do what he was then paying \$100,000 to get done. Never mind the answer. The significant thing is that the question implied that this man thought Calkins & Holden could make one dollar do the work of two. ¶ I am not attempting to place C&H service in relation to others, but don't instances like these indicate a remarkable margin of safety for prospective clients? Big as is this margin—copy, medium selection and appropriation are but a few of the steps in C&H service. ¶ In a sketchy way you may find the two illustrations cited suggestive on the question of agency commission which we discussed recently. Have you seen our book which tells about The Composite Man?

Mr. Berrien

These letters by Mr. Berrien of our staff will appear weekly in Printers' Ink.

CALKINS & HOLDEN

250 Fifth Avenue

New York



Letters That Train the Dealer

How the Crawford Chair Company Schooled Retailers in Its Sales Methods, and Increased the Sales of a Quality Product Against Price-Cutting Competition—View-Point in Writing Winning Letters

ONE of the pretty problems confronting the manufacturer of most all "durable worth" products, that is, products where a higher price is asked on account of fine workmanship or extra-good materials, is to get the dealer to appreciate the selling value of such an article.

As a rule, the average dealer and his clerks are not as well educated on matters pertaining to manufacture as they might be. Unless a selling point is obvious, they are very apt to overlook it when making the sale. Oftentimes they don't know, and invariably when articles give the same first impression, the tendency of the average salesman is to take the line of least resistance and sell the lower-priced product upon which the customer has turned his gaze, rather than make an effort to sell the quality product. This is especially true when there is no great difference in the profit.

This condition is particularly noticeable in the chair business. Outwardly there is but little difference in the appearance of chairs when the finish and design are alike, but the life of the chair depends on the workmanship and material which go into it. This, however, is not visible. It is difficult to make the dealer, harassed by price-cutting competition, appreciate this, and harder yet to "sell" him on the value of handling a chair which will be a testimonial to him in the years to come.

Last fall J. Harry Schoneberger, of the Crawford Chair Company, Grand Ledge, Mich., set himself to solving this problem of getting the dealer to understand the sales value of the workmanship and superior material which went into a Crawford chair. Mr. Schoneber-

ger felt that if he could do this, he would overcome one of the obstacles in the path to greater volume.

He reasoned the matter out something like this: "When we put a salesman on the road we spend a good deal of money teaching him our line. We not only teach him how to sell our goods but we give him a canvass which experience has taught is the most effective. We take him into the factory and show him exactly how the chair is made, show him the advantage of every little feature, and before he leaves he knows all there is to know about the line. He is so full of enthusiasm that he is bubbling over. He believes that the Crawford chair is the best that is made, and believes it so absolutely that his very sincerity infects those with whom he comes in contact.

"Yet here we are expecting our consumer salesmen—our dealers and dealers' clerks—to sell Crawford chairs without any training except what the salesman gives them in his sales talk. Why can't we put these other consumer salesmen of ours—for after all they are ours, and their knowledge about our product is essential to our success—through a sort of training course? Maybe it could be worked so that we could kill two birds with one stone—make better salesmen out of our dealers and increase our per capita sales as well. Incidentally we might spread out a little and go after those dealers who are not handling our chairs."

EDUCATIONAL WORK CAREFULLY PLANNED

The proposition was thought over some time, and finally a plan was worked out for sending the dealers to school by mail and training them in the "whys and wherefores" of Crawford chairs.

Acting on the assumption that a successful sales campaign must be based on some systematic and clearly defined plan, with each advertisement or piece of literature sent out forming an integral part of that plan, and each step being in natural sequence with the

others, the whole campaign was carefully thought over and passed on before a piece of copy was written.

For several reasons it was decided to use letters for this purpose. Mr. Schoneberger thought that the letters gave him an opportunity to get a personal element into the work, and as most of the dealers were acquainted with him, it offered an opportunity

The work connected with training and working with these dealers was handled by a special department known as the service department, established, so the letter states, for the purpose of helping the dealers sell Crawford chairs, and insuring their receiving "Crawford Service."

The campaign opened with a four-page folder-letter to a selected list of dealers. This was called a demonstration letter. The letter combined a personal sales talk on the first page with an illustrated demonstration of the chair in colors on the inside spread. It showed the salesman how to use the demonstration chair which the company supplied to dealers, and summarized the main selling arguments. The primary purpose of this letter, and, in fact, all letters in the series, was to get dealers to write in for the brochure, which was entitled "How to Sell a Crawford Chair."

Out of 3,000 of these letters sent out, 2,100 wrote in for booklets, and showed interest in learning how to sell chairs. The letter follows:

When one of your salesmen is trying to persuade a customer to buy a higher-priced chair than she had thought of taking, what arguments has he?

Does he have to depend upon general appearance, finish, upholstery, etc., to win his customer over? Most generally these are his only selling weapons, and the customer's eyes persist in straying back to that cheaper, sturdier chair that looks as if it will wear so much longer than the "pretty one" he is showing.

You can give your selling force a lot of new arguments by stocking up with a few trial numbers of the Crawford distinctive worth chair—embodied in its construction are some of the simplest, life-adding innovations you've ever seen.

Better than all, your customer can grasp the value of these features in a moment, for your salesman sells the Crawford upside down—he shows up the invisible. With one of our skeleton demonstration chairs (the seat left out and the joints cut open, showing the inside works) the salesman explains the

another kind of joint instead of these dowels. (Point to the dowels.) In that one, structure when the wood dries out, which it always does even when it is a new room. a home, the wood moves or shrinks and breaks the glue, thus becoming loose. That's all you need to know about the old construction. But the Crawford chair has a new kind of joint. It dries out these holes shrink, (Point to the dowel holes) thereby gripping these dowels tighter. In other words the old difficulty has been turned into a decided advantage for the new these chairs dry out, the tighter the joints become.

Mrs. F. "That sounds all right."

Salesman. "Perhaps the best evidence of the Manufacturer's sincerity in this matter is expressed in his 5 year guarantee tag (Show the tag on the chair) which is tied to every chair shipped. When a manufacturer guarantees a chair for 5 years, that means it will stand up for many years. Your grand-children will be using these chairs and they will be just as rigid as they are today."

Mrs. F. "You would certainly lose lots of money if they did get loose and you would be obliged to replace them."

Salesman. "He would not be one cent because it's the Manufacturer who makes the guarantee and he would reimburse us for all loss or expense."

Mrs. F. "Well, I certainly didn't know there was so much in a chair."

Salesman. "That's just the trouble with most people buying chairs. They simply buy them on looks and price and so the old saying is, 'there's trouble in all trades.' It certainly holds good in chairs. There's some other features of strength in Crawford Chairs which I want to show. Notice the corner blocks. (Point to them.) See how heavy they are. Sawed and glued and one in each corner. Much depends on the corner blocks but most factories use thin cheap blocks and nail them in to hold. They put them only in the two back corners. Think how much pressure it would require to move these corner blocks."

Mrs. F. "I never heard of such a thing as a corner block before."

Salesman. "Here's something you should demand on any chair which you buy. It's the back back parts. (Point to them.) It's one of the most important and least known essentials of a strong chair. These parts are bent — not curved. In the ordinary curved part, the grain runs out, or cross grain, and about six inches from the top and about eight inches from the bottom. (Point it out and make clear.) On these bent parts the grain runs straight from end to end and it's impossible to break a bent back part in the ordinary wear of a chair. It's a common thing for one to lean back on a chair, raising the front parts off the floor, and throwing the entire strain on the back parts. (Show the chair back and show where the entire strain is on the lower part of the back parts.) You need have no fear for these as they would not break in a hundred years."

I'll show you some Crawford Chairs. (Take her to the chairs)

E.

ILLUSTRATED ARGUMENTS TO SELL THE GOODS, WITH THE SELLING "BUSINESS" INDICATED

to cash in on that element of good-will.

The keystone of the campaign was a sixteen-page brochure, bound in an attractive cover, explaining "How to Sell a Crawford Chair." It was literally a canvass for the salesman, showing him how to sell the product, even what to say. This brochure crystallized the experiences of the entire selling organization and gave them in letter form to the dealer. To make the points clearer, marginal pen-and-ink illustrations were used. These illustrations showed the details of construction.

great value of the Dowel Lock Joint construction. He explains how this absolutely eliminates "loose" or "squeaky" joints—a feature which enables us to guarantee the Crawford against squeaky or loose joints for five years.

Every woman appreciates this big point—no better introduction for your salesman's talk could be invented—your customer realizes the long service that she can expect to receive from the Crawford—she realizes that in reality it is the cheapest chair she can buy—she reads our Guarantee Tag affixed to every chair.

All Crawford upholstering is done over cane—this prevents sagging—the absence of notches in the Crawford construction does away with the dust corners so cordially hated by every woman. Then there are the Bent Back Posts, the kind that cannot be snapped off by a sudden blow. Even the corner blocks used are exceptional—they are one and one-half inches thick, screwed and glued, adding much strength.

"How to Sell a Crawford Chair" is the title of a uniquely handsome, illustrated booklet which will give your salesman a lot of valuable information. This booklet shows how quickly you can win the doubtful customer to a high-priced chair such as the Crawford—it gives talking points which never grow old or hackneyed. Ask for it on the card enclosed.

We are only too glad to co-operate with you in every possible and practical manner—we would like to acquaint you with the best chair deliveries you've ever had. Our service department will see that your order for a few trial numbers is sent through on the dot—just select any of the nine shown in this letter. They are all surprisingly good sellers.

Other letters were sent out to the dealers already carrying the line, reminding them that the catalogue which had been sent some time before would help sell Crawford chairs. The letter started out, "Have you ever looked up just in time to see one of your salesmen lose a sale?" and made an appeal for action by asking dealers to send for the brochure, which would help them sell more chairs.

All replies in the shape of requests for brochures or orders—and there were many of these—were turned over to the service department to follow up. Special illustrated letterheads were used for this purpose. These letters were, of course, a direct plea to read the booklet or to order chairs. A paragraph in these follow-up letters, describing how a dealer's order will be handled, shows the possibilities in turning the service department to sales advantage:

Whether you order one chair or a carload, our service department informs you at once when delivery will be made—you get a specific shipping date for each item, and shipment goes forward on or before that date. You never have to ask—we believe it is an imposition on a dealer and a sorry reflection on our system if a dealer even has to write us about the shipment of his order. We do all the writing—keep you informed about the progress of the order if it happens any part of it cannot be shipped immediately. It is a carefully laid system from the lumber-yard to the car, prepared for the benefit of our customers.

It's just part of the practical, efficient co-operation we give customers—a sincere, thorough effort to sell more Crawford chairs by making it easy and pleasant for dealers to sell them—and making chairs that make chair-buyers enthusiastic over both appearance and construction. You never handled chairs each one of which bears the manufacturer's written guarantee for five years, unless you handled Crawford chairs, for no other manufacturer dares make a guarantee for that length of time.

Altogether the Crawford campaign of education and sales stimulation covered a period of two months, during which time six letters were sent out to the list. Each letter went out on a differently-designed letterhead, so as to avoid the danger of the dealer becoming imbued with the idea from the previous one that he knows all about what the letter is going to say—a common danger in all follow-up letters. On all the four-page illustrated letterheads cuts of the various Crawford leaders were shown, together with prices, to avoid time-wasting correspondence.

The most impressive thing about the copy, perhaps, was the tone of sincerity—that different but essential element that is so vital in the successful sales-letter. The letters were well executed mechanically by a special press process and every effort made to insure their making a good first impression.

While here and there one could find traces of the cleverness which marks the work of the professional letter-writer, who must first "get the copy over" and then put selling value into it, as a whole the letters were successful, for the company's sales showed a gain of 35 per cent this year over that which was accomplished last year.

Points to Consider in Choosing an Agency

How an Advertising Agent Views the Problem—The Choice Should Be Permanent—Qualities to Look for in Agency Advances—Various Types Advertisers Should Beware of

By "Advertising Agent"

UNLESS an advertiser selects his agent by putting a few names into a hat and drawing out the lucky one, he is pretty certain to base his choice on one of three considerations—price, promise or reputation. If he chooses on the price basis, he should have a very easy task, so far as the choice goes—perhaps not quite so easy afterward. He can very easily award his contract to the lowest bidder and make an end of it. Incidentally he is almost sure to deserve what he gets and to get what he deserves. If he judges by what he is promised, the task is harder, for he must try to discern which promises are likely to be fulfilled, and which, if fulfilled, are most likely to give him what he needs. If he judges on promise plus reputation he is face to face with the problem of finding out how far reputation really exists and how far it can be applied to his special case, besides facing the same choice between the promises. If he judges on reputation alone, and gets his reputation straight, he really has the best of it.

But with shrewd, far-seeing advertisers changing agency connections every little while, and with the best of us agents losing pet accounts right along, it is surely evident that something is wrong with the selection process—even when handled by the best advertisers and applied to the best agencies. My contact with it over many years and through a fairly wide range of conditions convinces me that the chief trouble lies in the attitude of mind in which the selection is approached. The general tendency is to regard the relation as only temporary and the choice as largely experimental.

"Oh, well," says the advertiser, "they're all pretty much alike. I can't go far wrong in trying any one of them, and it's easy enough to change if I want to. I like that young fellow from Blank and Dash pretty well. Guess I'll let him have a whack at it."

I realize that most agency-choosers will object to this, but few of them have been involved in as many of these little affairs as I have, and I am talking about the majority—not individual cases. And as to that, let the objector search out his own heart and inquire whether, after all, his last decision did not consist of boiling down the contestant list to three or four and then letting the most likable fellow have it. I leave it to his own conscience to decide.

STANDING BY ONE CHOICE

My first suggestion as to applying the yard-stick would hit this spot. The agency relation ought to be considered as a permanent thing—the whole view of the question ought to contemplate making one choice and standing by it. Instead of wondering which girl to take to the dance on Thursday we ought to try to discover which girl we want across the breakfast table for life. That frame of mind will help us get a clearer view of really important things—will let us realize that Claribel's pretty dresses look nice as long as father buys them, but that after all Mary Jane's common sense, good health and homemaking instinct suit us better.

For, dropping figures, there is little room for argument as to the advantage of permanence in agency connections. Change, even for the better, always costs money, wastes motion and loses time. A fair-to-middling agency, thoroughly familiar with the business ins-and-outs, is far and away preferable to a headliner with all the details to learn. Especially when the discarded agent, full up with intimate knowledge of inside conditions, is turned loose to pick up a competing line and get even. I have seen too many cases of this feature of changes not to entertain a very serious respect for its perils.

Where Giant Cauldrons Bubble And Tons of Metal Hiss

—where the boss of ten thousand men thinks in chemical symbols, where a \$50,000 apparatus is bought in a jiffy if it can help the manufacturing process—there

Metallurgical and Chemical Engineering

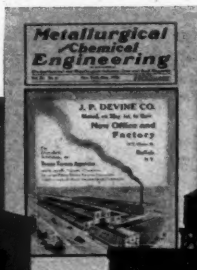
is the power behind the throne of the powers that buy. It is a vital source of inspiration and information for the active heads of industrial and chemical plants, steel works, ore dressing mills and refineries.

Make its advertising pages and its influence work for you.

McGraw Publishing Company, Inc.

239 West 39th Street, New York

| | | |
|--|-----------------------|---------------------|
| Electric Railway Journal | Engineering Record | Electrical World |
| Metallurgical and Chemical Engineering | | |





"Unlike any other paper"

It stands to reason that only the publication which was absolutely sure of its ability to make good would persistently urge the analysis of inquiries and sales.

For some years past

The Farm Journal

has distributed to its advertisers an aid to analysis, a book for a "Record of Advertising Returns." We believe that the more accurately mediums are judged the better off will we be.

The book is free to national advertisers. Others may pay \$1, which does not quite cover its cost to us.

Wilmer Atkinson Co.
Washington Square, Philadelphia

If I were an advertiser, facing the problem of choosing an agent, I should make up my mind that the choice should be permanent so far as human limitations should permit. And with that beginning I should first of all try to ascertain which of the several agencies under consideration was nearest to the field which I must attack—which agency, for example, was most conspicuously and successfully identified with the hardware trade, if I had a hardware-sold product to push.

This consideration is only rarely given the prominence it certainly merits. For the agent who already knows my market through experience in other lines, who has already reached empiric conclusions on points which are open to debate by others, who has tested out plans which others can only guess about—such an agent can begin with a running start, not occasionally, but in almost every case.

As between concerns fairly equal otherwise, I should let this factor cast the deciding vote. And I say that from my knowledge of the tremendous difficulties which we have frequently faced in beginning work on accounts in an unfamiliar field. Time and again we have been given business in lines utterly outside our experience, while agencies of almost the same general ability, plus a close, detailed knowledge of the exact market, have been turned down. We used to feel a special thrill of joy in these cases. Having learned better in our old age we try nowadays to stay inside certain clearly defined limits—to specialize on markets which we know down to the ground. We find that ignorance and inexperience always cost money before they become their opposites. And we can always use every nickel of our revenue.

SERVICE THAT CAN BE RENDERED

With this sifting accomplished, the field will narrow down considerably. Often the choice is made without any need for longer search, but that is nothing but good luck. Among the survivors, I should endeavor to pick out

those which, in addition to the habit of hard work and success, could show me the most tangible evidence of ability to serve *me*. I know it's the fashion to ridicule the plan-man, but I should want something mighty close to it before anybody got me tied up, nevertheless. I don't mean that I should expect an agent to lay out a detailed, definite, complete programme for me—obviously that would be too general if safe, or too dangerous if definite. But I should want him to write me down a few ideas as to what he and his house considered advisable in my case, and I should help him get the facts on which to base those ideas. I should want a specimen or two of copy. I should like his notions as to media, and the reasons behind them; I should try to get as clear a view of his mental furniture and his accuracy of vision as I possibly could, and all these things help very decidedly in reaching that view.

I know it isn't stylish to concede a single redeeming virtue to the chap with the multigraphed "Plan" nicely bound up in purple cover-stock and tied with a ribbon like Eliza's graduation essay, but for every fraud that ever skinned a sucker you can find a solid foundation in honest, serious, sane business. The fraud is an imitation which reflects discredit on the real thing—but it doesn't do to forget that there is a real thing, just the same. I probably should never carry out his preliminary plans, I should be likely to file his copy away in the scrap-book where I kept my curiosities, and his tentative list of media would be almost sure to find a waste-basket early in the route, but I know that each one of those things would help me to form a correct conclusion as to the underlying qualities of the agency, and I should get them, in one form or another, or know the reason why. The most usable plans, under these conditions, would probably be furnished by the agency least likely to give the best service, for the simple reason that such an agency would

be sure to play safe—to hide ignorance behind mediocrity and generalities. But the right agent would show me a plan with real brains written into it—and I flatter myself that I should be able to distinguish between the brains and the blunders. If not, I shouldn't be fit to choose an agent, anyway.

As to minor differences of operative method. I should try to be big enough to overlook these. I should prefer to get the right agent on a basis of which I did not altogether approve, rather than accept the second best because he was willing to meet my exactions. If he preferred a definite binding contract, I should give it to him; if he wished to have nothing whatever in the way of restrictive agreement, I should meet his wish; if he wanted prompt payments, I should give in on that; in short, I should try to look at the kernel and not the shell. As an agent, that is how I want to be judged—partly because I know it is best for me, and partly because I know it is best for those with whom I deal.

All of this presupposes a fairly accurate, if general, knowledge of the agency field—a pretty close idea as to which dozen agencies ought to be best suited to the needs of the case. Lacking this, of course, there are hundreds of pitfalls for the advertiser—who is going to have some trouble in remaining immune to the specious Cure-All Quack, the Easy Promiser, the Pompous Authority, wrapped in Majesty and Mysticism, the Cheerful Mixer, the Able Persuader, the Genial Jollier, and all the rest of the crew who substitute front and finesse for brains and elbow-grease. But there are certain simple tests for these gentry, whereby they may be made to do their own exposing.

EXCESSIVE PROMISES

The surest sign of an unreliable agent is excessive promises. However advertising may progress toward scientific precision, no human being will ever be able to foretell definite results in dollars and cents or percentages, and the

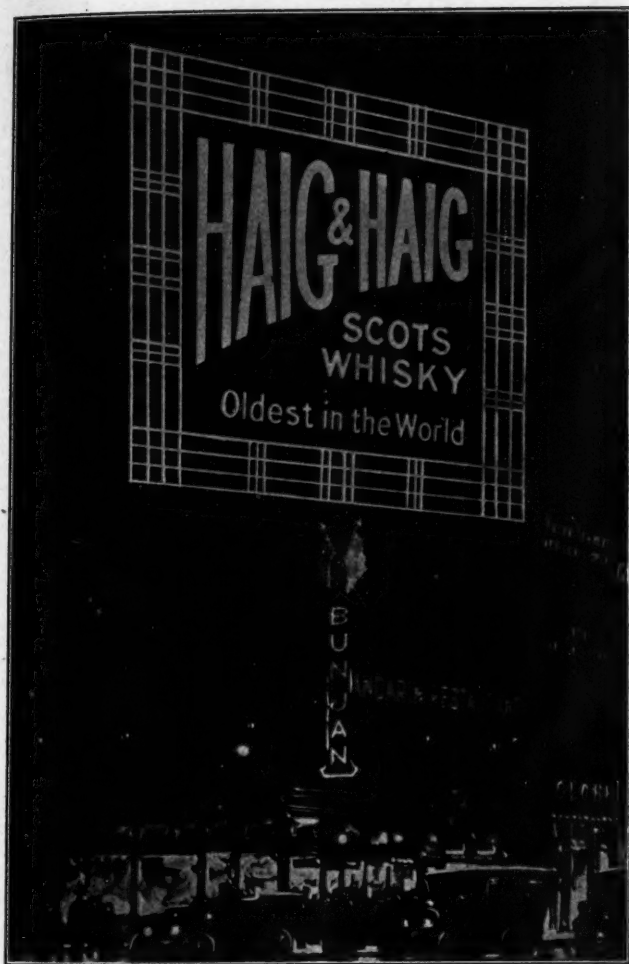
man who attempts it marks himself automatically as either liar or fool and probably both. Give him all the air he wants, encourage him to unbosom his bottom-most promise and then put his name on the office-boy's blacklist. He is a time-killer.

Almost equally eloquent of something fishy in the cosmos, is the whispered, vague offer of something mysteriously efficient which will be explained only when the fountain pen has filled out the dotted line on the printed form. The man who is afraid to trust you is no man for you to trust. And good agents aren't afraid to show their hands when they deal with the only class of business man who attracts good agents.

The price-cutter reveals himself instantly. You have only to hint in the most remote fashion that you would welcome a little concession in the cost of space, and he is yours—often he will not even wait for the hint, and when he scents competition he is morally certain to begin his downward climb even if he has managed to restrain the tendency until then.

The free-space, free-position, free-reader man belongs in that family. Having no strength to offer you, he paints alluringly the charms of his weakness. He will coerce the cringing publishers for you; he will get you that magic something-for-nothing which he is sure you desire above all things. And, if you try him out, he will cost you more money for less return than the steepest service-agency in the business. He is a junk-dealer by instinct, and if you are wise you will treat him about as you would a man with the measles.

The Mixer and the Jollier are dangerous in proportion to their skill. They get a great many contracts and hold some, too. There is no sure test for either—only the bunglers give themselves away. The best method of detecting the Jollier is to show him a piece of your own copy—the worse the better. That reveals all save the really brainy ones, and



The first contract entered into for Outdoor Advertising in the United States by "Haig & Haig" was for an electric sign on the "Great White Way."

This is the fifth consecutive year they have used these dominating displays and the above is their newest design.

Electric Signs make you famous.

The O. J. Gude Co. N.Y.

220 West 42nd Street

Get This

You would not consider a jeweler a suitable man to head, say, an Advertising Department—not even if he were the best of jewelers.

Why? Because he has no training in that direction.

A training is necessary in any line to produce the best results.

The mail order business has helped train the vast army of small town population to read advertisements.

To make a business of reading these advertisements and ordering everything required in the household from the advertising pages of their favorite magazine.

With resultant profit, not to themselves alone, but greatly to the advertiser also.

You can get your advertising before advertisement readers, sweeping the very marrow of the small town field, by using **HOME LIFE**.

Home Life Publishing Co.

Arthur A. Hinkley, President

Chicago

Barton E. Buckman, Advertising Mgr.
141-149 West Ohio Street Chicago

C. W. Wilson, Eastern Mgr.
200 Fifth Avenue New York

if they have brains it won't be so terrible to deal with them.

The Braggart and the Liar are easy. You can check them up and get their measure without any trouble, even if they don't show their colors in their opening conversation.

But all these are crude, primitive details. The real choice of an agent is a question calling for some accurate acquaintance with the business of advertising and the agency profession, personally as well as in general. And with this equipment, fortified by a due appreciation of the solemnity of the step, the simple process outlined will be something more than likely to bring the best agency to the front.

Only a very few are sufficiently set in their distinctive methods of solicitation to refuse to stand the tests proposed, and only one or two of these are at all likely to be involved in the ordinary choice. I do not mean to imply that they should not be considered—indeed, their refusal to meet competition by imitating argues rather in their favor than against them. But, barring these exceptions, my experience on the other side of the fence inclines me to feel very certain that my suggestions will meet the needs of most cases.

Automobiles Sold at Auction in New York

In New York, selling automobiles at auction, after the fashion so long in vogue among horse dealers, has been tried out and has proved successful, so it is said.

On the first day of the sale, Fiss, Doerr & Carroll, the automobile auctioneers, say they disposed of fifteen automobiles in their arena.

Commercial cars were very much in demand at the first sale, but pleasure motor vehicles are expected to hold their own as soon as selling autos by auction becomes more widely practised.

Martin Vice-President Writing Paper Combine

Kingsley L. Martin has resigned as vice-president of the Foundation Company, New York, to become first vice-president of the American Writing Paper Company, with headquarters at Holyoke, Mass.

Mr. Kingsley succeeds George B. Noble, resigned.

New Vigilance Committee A. A. C. of A.

Harry D. Robbins, advertising manager of N. W. Halsey & Co., bankers, New York, has announced the membership of the new National Vigilance Committee of the A. A. C. of A.

The committee as it now stands is made up as follows: Chairman, Harry D. Robbins; vice-chairman, G. D. Sharpe, advertising manager of the DeLaval Separator Company, New York; vice-chairman, Louis Guenther, publisher, the *Financial World*; A. J. Crockett, of the *Modern Priscilla*, Boston; H. W. Prentiss, of the Armstrong Cork Company, Pittsburgh; P. E. Graff, manager, Bagdy Furniture Company, Baltimore; Jesse H. Neal, Root Newspaper Association, Cleveland; Lewis H. Clement, president, the Whitney-Currier Company (pianos), Toledo; J. L. Kingsbury, business manager, the *Indiana Farmer*, Indianapolis; Karl E. Murchey, *Free Press*, Detroit; J. A. Martin, advertising manager, *Progressive Farmer*, Birmingham, Ala.; E. Earl Edwards, with Barron G. Collier, Inc., New Orleans; B. V. Moore, vice-president, Dakota Trust Company, Fargo, N. D.; G. H. Rowlin, advertising manager, T. Eaton, Ltd., Winnipeg, Man.; J. F. Wildman, manager, Office Specialty Company, Toronto; R. R. Shuman, of Shuman & Booth, Chicago; A. M. Candee, advertising manager, National Enameling & Stamping Company, Milwaukee; H. M. Barnes, advertising manager, Russell Miller Milling Company, Minneapolis; P. D. Whitaker, advertising counselor, Denver; A. S. Cale, advertising counselor, St. Louis; Ray Whithern, the Schmidt Litho. Company, Salt Lake City; George H. Eberhard, president, George F. Eberhard Service, San Francisco; Robert Armstrong, general manager, Guy M. Rush Company, Los Angeles; George A. Cummings, advertising manager, John Breuner Company, Sacramento; W. B. Shively, attorney-at-law, Portland; Ore.; G. F. Vradenburg, Educational Film Company, Seattle.

The National Vigilance Committee has established permanent headquarters at 27 William Street, New York, and a salaried secretary has been placed in charge.

Ramsey, Assistant Sales Manager, Guano Co.

Robert E. Ramsey has been transferred from the Macon, Ga., office of the F. S. Royster Guano Company to the home offices of the concern in Norfolk, Va. Mr. Ramsey is now assistant sales manager of the company.

Payne with "Todays"

Augustus Henry Payne, formerly with A. A. Vantine & Co., and *Leslie's Weekly*, has joined the advertising staff of *Today's Magazine*.

O. H. Carrington has been appointed Eastern advertising manager of the *Metropolitan Magazine*.

1847 ROGERS BROS.

Silver Plate

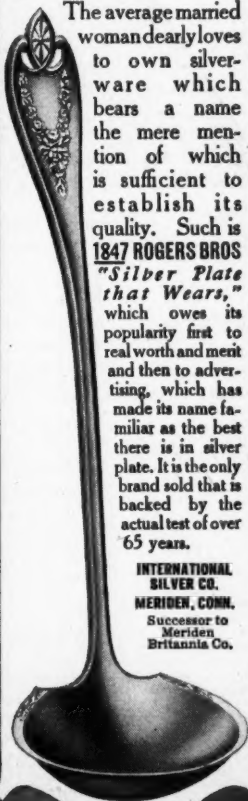
that Wears



Proved Its Worth Through Service

The average married woman dearly loves to own silverware which bears a name the mere mention of which is sufficient to establish its quality. Such is **1847 ROGERS BROS** "Silver Plate that Wears," which owes its popularity first to real worth and merit and then to advertising, which has made its name familiar as the best there is in silver plate. It is the only brand sold that is backed by the actual test of over 65 years.

INTERNATIONAL
SILVER CO.
MERIDEN, CONN.
Successor to
Meriden
Britannia Co.





Part of PRINTERS' INK editorial, Nov.
27, 1913

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 27, 1913

Going Up or Going Down?

The national advertiser of to-day wants his market statistics distributed into as many classifications as possible in order that the purchasing powers of the different classes or sections shall be clearly shown. He wants to make every penny of expenditure and every foot-pound or head-pound of advertising energy count.

There is a further consideration that is not generally recognized by advertisers. It is this—is the given class of consumers or the particular section going ahead, going behind or standing still? This suggestive point is made in *Richardson's Annual on Agricultural America*. It is made with

THE BOOK OF FARM FACTS

"The advertiser wants his market statistics classified to make every fact—pound or head-pound of advertising energy count."

Do you want to know, for instance, the leading crops of the United States and how the states rank in their production?

Do you want to know population percentages by states?

Or dealers in various lines?

Or value of farm lands by states?

Or population actually on farms, or a classification by sizes of each state's cities?

These are a few of the many features of **RICHARDSON'S ANNUAL ON AGRICULTURAL AMERICA** tabulated for the benefit of the modern business man.

Remember the adage "There is nothing permanent except change." And business to be successful must be moulded to conditions.

Just now, the farmer's prosperity is steadily increasing—one of the biggest changes of modern times.

RICHARDSON'S ANNUAL supplies the ammunition with which to turn this changing condition to the benefit of your business.

A request on your business stationery will bring you a free copy.

PARTIAL LIST OF FARM FACTS COVERED

| |
|---|
| Acres per Farm by States..... |
| Advertised Articles in S. F. P..... |
| Area Devoted to Farming, by States... |
| Circulation Map |
| Data for Advertisers..... |
| Dealers in Various Lines, by States.... |
| Educating Farm Children..... |
| Farm Owners, by States..... |
| Farm Land Improved, by States..... |
| Farms (No. by Size), by States..... |
| Government Map |
| Jobbers, by States..... |
| Leading Crops, by States..... |
| Live Stock, by States..... |
| Number Farms, by States..... |
| Pop. Actually on Farms, by States.... |
| Population according to Cities, by States |
| Population (Percentages), by States.... |
| Rate Card for Standard Farm Papers.. |
| Rural Population, by States..... |
| Tenant Farmers, by States..... |
| Value Farm Land, by States..... |
| Value Farm Property, by States..... |



WALLACE C. RICHARDSON, Inc.
41 PARK ROW NEW YORK CITY

Action



BETWEEN promise and performance is the Field of Action, and in this field we are very patient laborers. We've found that most plans work out when conscientiously *worked out*.

THE only "theory" we trust is that the same serious effort that wins in any business wins always in the serious business of advertising.

IN advertising, he who promises most and loudest frequently *gets* the business. We take care to *hold* business by giving to *working* the time we might well give to shouting.

NOTABLE triumphs, time and again, have proved to ourselves and our clients the wisdom in treating our *every* account as if it were our *only* account.

H. SUMNER STERNBERG CO.
Merchandising & Advertising

LINCOLN TRUST CO. BLDG.
 208 FIFTH AVE.
New York

Borders That Have a Meaning

Examples of Recent Copy in Which Opportunities Are Well Taken—Some Unusual and Enterprising Displays—Borders That Give Atmosphere and Deliver Quick Impressions.

By Gilbert P. Farrar

"**C**UT out lost motion." "Have a good reason for everything." "Get a hundred cents' worth for every dollar." These are the commands of a modern business world.

Quite a few years back borders were made up of wonderfully grotesque designs furnished by the type foundries. Then came the period of eliminating the fancy border and the use of plain rules of many thicknesses around most ads.

It has been only a few years ago since planners of advertising display were prone to believe that the border on an ad was there to form a frame only.

To-day, however, we are showing a disposition to cast aside all the fancy borders, all the plain borders and all of our pet theories about the necessity of framing every ad with a border.

In other words, we are getting down to a real use and a real reason for a border—or we don't use it.

You have probably noticed some of the ads shown in connection with this article. Did you ever see ads with more distinction, size and copy considered?

There is something about each ad here that is distinctive—that cannot be

used by the advertiser's competitors. It's the border.

The Eden Cloth ad (Fig. 1) has a touch of both the style of yesterday and the style of to-day in the make-up of the border.

The plain rules make a neat border. But the words "Eden" worked into these rules do a great deal towards helping the customer to recognize this name in the selva of the goods, even though she does not read the ad through.

The half-tone border on Fig. 2 is also an instant and impressive sales message at first glance similar in principle to Fig. 1.

On these ads you can readily see that the border is more than a border—it is modern sales suggestion.

There are many advertisers who scorn the idea of giving much attention to such a small detail as the border on an ad. This class would probably say that the Equitable ad is a criminal extravagance.

But no matter how you look, or when you look, at Fig. 3 it



FIG. 1—NOTE UNIQUE USE OF NAME IN BORDER



FIG. 2—IMPRESSIVE MESSAGE AT FIRST GLANCE

Consider the totality of Equitable Building advantages

There is its site, which caters to the convenience of your business.

There is its character of layout, which means your getting the most kind of accommodation you want.

There is its location, which is central, accessible, and by the very fact of convenience.

There is the benefit of convenience brought up to the modern minute of development.

There is the valuable consideration of being housed with the most prosperous aggregation of businesses in the world.

There is the prestige of being an associate idea of a building whose fame will echo the earth.

And there is the far more practical consideration of securing these advantages for an higher rent than you would probably pay elsewhere without them.

Come and have a look.

Equitable Building
Temporary Office
27 Pine Street

FIG. 3—BREATHES ONLY THE MESSAGE OF EQUITABLE

ries of ads have vastly more cumulative effect than plain rules. They also have more character than plain

breathes the message of the Equitable Building and it only.

There is so much suggestion of the Equitable Building in the border and so much Equitable Building in the copy that few people would forget the name of the building they had read about.

And another point is that borders like this used on a series

Summer Tours

Personal  Escort

Yellowstone Park and Canadian Rockies
August 5 to 30
\$275.00
From NEW YORK

Visiting all important points in Yellowstone Park, Portland, Seattle, steamer ride on Puget Sound, Vancouver Glacier Lagoon, and Banff including all necessary side trips.

Tour to the North
August 6 to 18
\$110.00
From NEW YORK

Visiting Niagara Falls, Toronto, Thousand Islands, the St. Lawrence River, Montreal, Quebec, Lake Champlain, Lake George, Saratoga Springs, and the Hudson River.

Great Lakes and Mackinac Island
September 5 to 14
\$70.00
From NEW YORK

Visiting Buffalo, Niagara Falls, Erie, Cleveland, Detroit, and Mackinac Island.

Great Lakes and Duluth
September 5 to 17
\$80.00
From NEW YORK

Visiting Buffalo, Niagara Falls, Erie, Cleveland, Detroit, Mackinac Island, and Duluth.

Proportionate Fares from Other Points.

Detailed brochures and full information of Ticket Agents, or J. P. Anderson, General Passenger Agent, Broad Street Station, Philadelphia.

PENNSYLVANIA RAILROAD

FIG. 4—FEWER KEYSTONES IN BORDER MIGHT IMPROVE THIS

5000 miles of Goodyear Welt

The best shoes have Goodyear welting. It takes very little for a pair of shoes. Nevertheless, we use enough every year to reach from Boston to San Francisco and half way back. Buying welting in mile lengths, we get the best, and we get the lowest price. The quality is found in the shoe, and the economy is found in its price.

McELWAIN SHOES

Distributed by Loring, Whitcomb and Hale to W. H. McElwain Company, Boston.

FIG. 5—PUZZLING TRADE-MARK HARMS THIS BORDER

rule borders, and therefore tend to dominate the page on which they are placed. One could hardly call the letters "E B" in the Fig. 3 a trade-mark, but they serve nicely in place of a trade-mark.

Shown here, however, are three ads which utilize the trade-mark in the border.

The Pennsylvania Railroad ad (Fig. 4) is a good use of the trade-mark. The dark effect of this trade-mark border, however, could be relieved if fewer trade-marks were used and more space placed between each one. Then, to hold the ad together, a fine one-point rule could be placed on the inside of the ad near the trade-mark.

The idea of this inside connecting rule is shown in the McElwain Shoes ad (Fig. 5). Although on Fig. 4 the rule would be much finer in thickness.

The McElwain trade-mark is a very puzzling affair, and it resembles some of the old, fancy type-foundry borders used fifteen or twenty years ago rather than a

The First of the

Ten Business Commandments

Representing the self-imposed creed of

The New York Globe

"Furnish information to all as to the kind of newspaper it is and why it is such a newspaper."

The kind of a newspaper the NEW YORK GLOBE is is best explained by a careful reading of the paper itself. However, it handles the news sanely, printing all of it that informs and all that anybody should read. It refuses to make a sewer of its columns or to exaggerate any news event to create a sensation. Its news headings are not deceptive. That is, they do not twist the story that follows. Its motto is to uplift—to make things better for everybody. It hears evil which it is sometimes necessary to print to point out a moral, but it is never indecent. It sees evil, a lot of it, and it often punches it hard, just as it has punched the dealers who sell impure foodstuffs. It despises crookedness of all sorts. It does not speak evil and it won't. Its big mission is to point out the good, which predominates, and to be a helpful, interesting home newspaper.

Why the NEW YORK GLOBE elects to print its kind of a newspaper is due primarily to the fact that the men who make it take their work seriously and feel strongly their duty to make a newspaper that is something more than a mere chronicler of events. They feel, as individuals, that they are part of a Big Organization which is working intensely to accomplish something for the general good—consequently they are on edge all of the time to produce a newspaper that treats its readers as intimate friends, that helps them, that creates confidence, that bears a good name wherever it goes, that won't lie to them, that leads them into green pastures.

Such a newspaper permits advertisers of responsibility to get in very close touch with its readers. Since the average circulation for the year ending November 30, 1913, was 141,054, there are enough readers to give great response to legitimate advertising, and they do give it.

The Globe
 AND Commercial Advertiser
 NEW YORK'S LARGEST NEWSPAPER

O'MARA & ORMSBEE, Foreign Advertising Representatives

Brunswick Building, NEW YORK

Tribune Building, CHICAGO

Written by WILLIAM C. FREEMAN.

The New York Times

"All the News That's Fit to Print."

NEW YORK, MONDAY, DEC. 8, 1913.

A Remarkable Newspaper

A dimensional analysis of the great Christmas edition of THE SUNDAY TIMES published yesterday yields some interesting results.

There were 126 pages in all, containing 944 columns, of which 526 were news and pictures, and 418 were advertisements. The big volume of advertising evidently did not rob the reader of any part of his just due.

This one issue of THE TIMES was equal to four of the large holiday magazines of 250 pages of reading matter, illustrations and advertisements. It was equal to 2,000 book pages of the ordinary novel size.

Each copy of THE SUNDAY TIMES yesterday weighed two pounds. Two hundred and fifty thousand copies were printed and sold. The weight of white paper consumed in this one day's issue was half a million pounds—250 tons. A strip of paper equal in length to the aggregate column measurement of this large issue of THE TIMES would be 100,000 miles long.

These figures give some notion of the capacity of a modern newspaper printing plant. The entire edition of 250,000 copies, 250 tons of paper, was printed and every copy was out of the press-room and in process of distribution at 4:30 yesterday morning.

modern idea. The border on Fig. 5 is not nearly so connected with the idea of McElwain Shoes as the border on Fig. 4 is connected with the idea of the Pennsylvania Railroad.

I would also suggest that the heading of Fig. 5, which reads "5,000 Miles of Goodyear Welt," be placed in the upper left-hand part of the ad, and all the reading matter at the bottom of the ad be raised a trifle. This would make for more balance and also more strength in the heading.



A Long List of Uses

THERE seems to be no limit to what the tractor can do. It is doing new things on farms every season. It appears to live on work and is not to be satisfied. Says a writer in an Indiana farm journal, "Today tractors are being used for practically all of the operations on the farm with the exception of the corn planting and the last two cultivations of the same crop." Then he goes on to tell how one tractor on a 220-acre farm cuts down the number of horses needed from 12 to 5.

The farmer who today carefully compares tractor-power and costly horse-power, and realizes the gross inefficiency of the horse, buys a tractor. And when he compares tractor records, construction, reputation and backing, he buys an

I H C OIL TRACTOR

I H C tractors are built to meet all field difficulties, and are planned for endurance, strength, and the elimination of unnecessary weight. Simplicity of mechanism, ease of maintenance, protection of parts from injury, and economy in fuel—every detail of construction and operation receives equal care. The result of building up to I H C standards is to be found on hundreds of farms in the satisfaction of an owner's I H C tractor every year.

Whether your needs—whether for plowing, mowing, harvesting, or driving other field machines, hauling produce, churning, disking, grading, etc., whether your farm is large or small—you will find a tractor for your work in the I H C line. I H C oil tractors are made in all approved weights and sizes. It takes from 1 to 35 horse power, operating on low and high grade fuel oils, gas and alcohol.

See the I H C local dealer for catalogue and full information, or write the International Harvester Company of America, Chicago, U.S.A.

FIG. 6—DISTINCTIVE BORDER IN LIMITED SPACE

Fig. 6 suggests a method for using a distinctive border where space is limited. If you cannot surround the entire ad, without crowding the ad to death, use the border at the top and bottom only as is done on this International Harvester Company ad.

The manner in which a few of the trade-marks on Fig. 6 are held together without using too many would be a good idea for improving Fig. 4. The reading matter under the heading "I H C Oil Tractor" in Fig. 6 should have been set double column rather than clear across the ad. The lines are too long for easy reading.

What would you call the white

cotton bolls and the black sheep in the Duofold ad (Fig. 7)?

I would say that it was a quick and complete suggestion to the reader that Duofold Underwear was half cotton and half wool. This thought, as I understand it, is the chief selling point of Duofold Underwear. Isn't it much better to make the border mean something like this than it is to use just plain rules and no border at all?

While contrast is a fine thing, I think that there should be some way of using white sheep instead of black sheep. Some people might not see how white woolen underwear can be made from black sheep.

Fig. 8 is an example of a border recently used on an ad for the Western Newspaper Union in PRINTERS' INK. It is reproduced actual size.

This Fig. 8 gives a good idea of the way the wind is blowing—so to speak—regarding borders even in class magazines.

Fig. 9 is a newspaper ad.

There is a peculiar coincidence



FIG. 8—EXAMPLE OF TREND AWAY FROM STRAIGHT LINES



Enjoy the Cold Weather

Thousands of folks find real pleasure in the winter weather for they're protected from cold and discomfort by

Duofold
Underwear

Duofold is really two garments in one—outer fabric of warmest, long-staple wool and an inner fabric of softest cotton. They're inseparably joined by strong glueless safety bonds. This permits free contraction and complete absorption of perspiration and moisture.

Washed 100 times Duofold Underwear by trying a pair of the famous underwear. You'll know why people in warm climates, with the hot sun, are wearing Duofold.

Send for a free sample of Duofold underwear today. You'll receive the 12 Duofold underwear for advertisement by sending a 4 or 6 cent stamp.

At Your Dealer

Value \$1.00

800 Duofold Underwear Co.
25-40 Broadway St., Newark, New York

FIG. 7—MESSAGE DRIVEN HOME AS RULES COULD NEVER DO

WEED NON SKID TIRE CHAINS

Motor
Robes WOOL RUGS
LIMOUSINE ROBES

SHORT and GAUNTLET **Gloves**
For Ladies and Gentlemen.

Coats FOR OWNER and CHAUFFEUR

Raincoats
For All Ages From 4 Years Up.

ACCESSORIES

269-271 State St. **WEED & CO.** Tel. 7029-3

WEED NON SKID TIRE CHAINS

FIG. 9—FRAME LINKS MANUFACTURER AND DEALER

in the city of New Haven, Conn. Weed & Co. are local dealers who handle Weed Chains. The company also handles many other things, but they use this border to hook up with the Weed Chain national advertising and good will.

Capps Indian Blankets and Novelty Coats

Capps Genuine Indian Blankets

Follow authentic designs of Indian Village life. Every inch of cloth and every thread is woven in the loom of the Indian. The designs are of the most beautiful and are of the most durable. The colors are of the most brilliant and are of the most durable. The blankets are of the most beautiful and are of the most durable. The coats are of the most beautiful and are of the most durable.

Capps Indian Blankets and Novelty Coats

2000 Broadway, New York City

FIG. 10—DESIGNS OF GOODS RARELY MAKE STRIKING BORDERS

borders for the local dealers that would not require any more space for the dealer to use than the old-style plain-rule border, and yet tell the manufacturer's story at a glance and connect the local dealer with the national advertising?

The Capps Indian Blanket ad (Fig. 10) does not impress me favorably.

Showing goods in borders is far from effective, because there is not as much individuality and distinction in goods as there is in trade-marks or suggestions of trade-marks.

What J. Capps & Son need is a good trade-mark. Why couldn't they have their name appear in capital letters wherever it was used?

On an ad like Fig. 10, which is only four inches high, it would be much better to use a plain rule border, set the name in capital letters wherever the name Capps appears, and get some of the reading matter a size larger.

McClure Publications Adopt Westfield Standards

Announcement has been made that *McClure's Magazine*, the *Ladies' World* and *Harper's Weekly* have definitely adopted the standards of food purity established by the Board of Health of Westfield, Mass., to govern the acceptance or rejection of food advertising in their columns. With *Collier's Weekly* already subscribing to the Westfield ideas, the strength of the movement begun a year ago is evidently increasing, although the advertising campaign which first introduced the Westfield Book of Pure Foods has concluded.

Professor Lewis B. Allyn, of the Westfield Board of Health, the personal center of the movement, has accepted an editorial connection with the *Ladies' World*, as its food authority, a position similar to that which he occupied at *Collier's*. Sturges Dorrance, who conceived and carried out *Collier's* advertising campaign, also goes to the McClure publications to do special work in connection with food advertising under the new standards.

No announcement has been made regarding a possible continuance of the unique co-operative advertising which made such a stir last year. H. M. Kahler, of The Procter & Collier Company, who wrote most of the copy for the Westfield campaign, states that the sale of The Westfield Book while the campaign was in progress averaged more than 4,000 copies per week.

President Standard Farm Papers

Albert T. Reid, of the *Kansas Farmer*, Topeka, Kan., has recently been elected president of the Standard Farm Papers.

Val. B. Holman, formerly with the American Advertising Agency, Washington, D. C., is now in charge of the advertisers' service department of the *Washington Post*.

Start 1914 Right

Owing to the immense Cotton and Corn crops at high prices, together with a general prosperity in the South, it will prove profitable for you to go after more business in the South.

The best way is to advertise in these aggressive Daily Newspapers. These papers are powerful business builders. Watch them and see what your competitor is doing. The wise, successful advertiser **knows** how good the South is, and he **knows** the quickest and best method of reaching the South's buyers is by using these newspapers:

ALABAMA

Birmingham Ledger
Birmingham News
Mobile Item
Mobile Register
Montgomery Journal

ARKANSAS

Little Rock Democrat

FLORIDA

Jacksonville Metropolis
Jacksonville Times Union

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Georgian
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Macon Telegraph
Savannah News

LOUISIANA

New Orleans Item
New Orleans Times Democrat

NORTH CAROLINA

Asheville Citizen
Charlotte News

Raleigh News and Observer
Raleigh Times
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Mail
Columbia State
Charleston News and Courier
Charleston Post
Greenville News
Spartanburg Herald

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal and Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Nashville Banner
Nashville Democrat
Nashville Tennessean

TEXAS

Dallas-Galveston News
Houston Chronicle

VIRGINIA

Bristol Herald Courier
Lynchburg News
Richmond Journal
Richmond News Leader

For full information as to rates, circulation, territory, jobbers, etc., address papers direct

Members of The Southern Newspaper Publishers' Association

NOTE: Statistics show that barely 10% of the total circulation of National Magazines reaches the South. Look this up.

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXVI

NO. 4



FEBRUARY COMFORT

our big mid-winter number, specially featured with Washington, Lincoln and valentine stories and anecdotes and an illustrated biographical sketch of Benedict Arnold, will be intensely interesting to our readers and very gainful to those who use its advertising columns.

A Hundred Thousand Additional Circulation

in February will be another element of no small value to advertisers; the more so because this surplus 100,000, or more, above the guaranteed million and a quarter on which COMFORT'S advertising rates are based, is not forced circulation, but is the result of a spontaneous increase in new subscriptions and voluntary renewals the past fall and present winter over corresponding months of previous years.

There is Every Reason to Advertise in February COMFORT

for it is one of our best, biggest and most popular numbers; it issues at the very height of the mid-winter advertising season, reaching our rural readers when housed by inclement weather and hungry for reading matter; and you get the benefit of at least 100,000 circulation in excess of what you pay for.

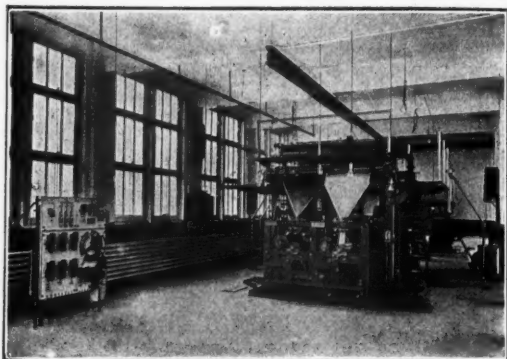
February forms close January 10.

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg.
WALTER B. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative



Hoe High Speed Quadruple Press Equipped with Sprague Electric Full Automatic Alternating Current Control.

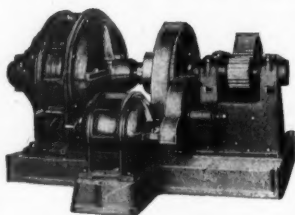
Sprague Electric System OF Newspaper Press Control

FULL AUTOMATIC AND SEMI-AUTOMATIC TYPES
PUSH-BUTTON OPERATED

DIRECT CURRENT

ALTERNATING CURRENT

Every detail embodied in the Sprague System is the result of the most careful study of the newspaper press drive problem. Sprague Control meets every requirement of modern practice and greatly increases the factors of safety and efficiency.



Alternating Current Double Motor Driving Equipment.

Ask for Bulletin No. 23930



SPRAGUE

ELECTRIC WORKS

Of General Electric Company

Main Offices: 527-531 West 34th Street, New York, N. Y.

Branch Offices in Principal Cities.

Member The Society for Electrical Development, Inc.

"DO IT ELECTRICALLY"

Broader Policy in Trade-Mark Practice

The Significant Case of American Talc Co., Involving Word "Cure" on Labels—Examiner's Analysis of Intent of Term—Much Revision of Labels Expected—British Objection Loses for Gorham

Special Washington Correspondence

THE past few weeks have witnessed the promulgation in the U. S. Patent Office of certain new policies with reference to trade-marks, prints and labels which are likely to prove of significance to advertisers and manufacturers. It is especially interesting to note, also, that these current revisions of long-established ethics are in the direction of what may be termed a broader and more liberal policy—an allowance of increased latitude to the business interests that, from time to time, seek to register trade-marks or to copyright prints and labels.

The explanation of this disregard of precedent is found in the change of national administration which resulted last summer in the appointment of a new Commissioner of Patents. As is well known, decisions at the Patent Office as to whether or not trade names and designs conflict and other considerations affecting the eligibility of a trade-mark are largely matters of individual, personal opinion. Unless a manufacturer or advertiser is willing to go to the expense of testing the issue in the courts, the Commissioner of Patents is the final arbiter in passing upon the acceptance or rejection of a trade-mark. Obviously, then, the personal views of a commissioner as reflected in his official decisions are of moment to all firms that make use of trade-marks.

No formal announcement has been made at the Patent Office as to those technical questions whereon the opinions of the new commissioner, Thomas Ewing, differ from those of his predecessor, Mr. Moore. Rather is the business public being allowed to become cognizant of the altered

official view-point through the medium of the commissioner's decisions in cases which are carried up to him upon appeal from the decision of the Examiner of Trade-Marks. There have been several of these illuminating decisions during the closing quarter of 1913, and the gossip in inside circles at the Patent Office is to the effect that others equally revolutionary in influence may be expected at no distant date.

WORD "CURE" WILL NOT ALWAYS BE BARRED

Probably the most important of the decisions whereby the new commissioner allows to manufacturers a freer hand is that in the case of the American Talc Company. The effect of this decision will be to permit many manufacturers of toilet preparations, drug products, etc., to incorporate the word "cure" in their labels without danger that the labels may be refused copyright entry, as in the past, solely because of the presence of the word in question. Heretofore the practice at the Patent Office has been to reject all labels on which appeared the word "cure," no matter what be the purpose or object of the preparation or how well authenticated the claim of curative properties.

In accordance with long-time usage the Examiner of Trade-Marks in the autumn of 1913 refused to the American Talc Company registration for a label which bore, among other inscriptions, the following statement: "For the relief and cure of all irritations of the skin, sunburn, tired and aching feet, perspiration, etc., and for use after shaving and bathing." In reviewing the examiner's action the commissioner held that for all that the Patent Office is desirous of co-operating with the Department of Agriculture in enforcing the pure food and drugs act there is no ground in instances such as this for refusing registration.

He said: "The practice of the Department of Agriculture appears to have been founded on the broad principle that the purchasing public should be pro-

tected against fraud and deception, whether based upon statements of fact or predicated upon an opinion. Whether based upon the one or the other, if false and fraudulent, the effect upon the public would be the same. The Patent Office has followed that practice in applying the law as a matter of comity, to labels and prints presented for registration in this office; but it should be observed that as a prerequisite in invoking this doctrine the statement must be false and misleading. It does not necessarily inhibit all statements regarding the curative or therapeutic effect of such article, nor could it well in equity extend so far. There may be cases, it is evident, where such statements are not false and fraudulent, even where they refer to the curative or therapeutic effect of the article to which they are attached. When such is the case, it seems obvious that this office is not warranted in refusing the registration merely because the label bears some statement relative to the curative effect of the article.

"In the present case the statement objected to is designed to appeal to the purchasing public. The language itself is simple and plain. It states the effect following the use of the article for a specific, not a generic disease or trouble of the skin. It seems clear that no one would be misled or deceived by the meaning or intended meaning of the language. It does not say nor does it suggest under any ordinary interpretation of the language that the article will cure all irritations of the skin without regard to the nature.

"It has been suggested that the charge of 'misbranding' in cases like this may be relieved by substituting the word 'remedy' for 'cure.' It is not seen that this change would alter the meaning of the phrase to any extent. It is not easy to discern any real difference between the meanings of the two words. Hence the substitution of one for the other would not alter the meaning of a phrase in which either might be used."

It is expected that this ruling by the commissioner will result in the submission for entry of many new or revised labels. Incidentally it may be noted that the commissioner in his decision points out that it is proper for an applicant for registration to show, if he can, that there is nothing false or misleading in the statements upon a proffered label.

ANOTHER INNOVATION

Another innovation of practice introduced by the new commissioner is that which, in effect, prescribes that an applicant for trade-mark registration shall have the right to amend his original petition instead of being compelled to file a new application in the event of rejection. This may appear a technical point, but in reality it is a consideration of the greatest importance to manufacturers and advertisers.

The case which brought forth this reversal of practice was that of an applicant who had sought trade-mark registration for the word "Spearmint." The Trade-Mark Division has all along refused to accept merely the word "Spearmint" as a trade-mark, and the protection, for example, in the case of the widely advertised chewing gum is based upon the picture of a spearhead and not upon the word "Spearmint," as many persons suppose. Accordingly the application of this latest user of the word "Spearmint" was rejected, and under the old plan he would have had no recourse other than to file a new application. However, he won out in an appeal to the commissioner from the decision of the Examiner of Trade-Marks, and was granted permission to enter a substitute drawing showing the picture of a girl and other ornamental features in addition to the word "Spearmint," which had formed the sole illustration in the original design.

Manufacturers and advertisers will welcome this more liberal construction of the Patent Office regulations, not so much because it will enable the saving of the fee and expenses incident to filing a new trade-mark application

Manager and Partner Wanted

Young man, preferably married, able to furnish A-1 reference, to make his home in San Jose and operate our Class AA Billposting and Painted Display Plants in Santa Clara, Santa Cruz and Monterey County, California. Established twenty years. One-half interest in new corporation to handle this territory, to be formed along lines mutually agreeable. Guarantee to pay him a minimum of six thousand dollars per year on investment of thirty thousand dollars. Will buy back all stock at par plus interest if not absolutely satisfactory—object being to centralize management of this prosperous and fast growing territory in San Jose.

Write or wire J. Charles Green Company, San Francisco, stating qualifications.

as by reason of the fact that it will tend to insure to the originator of a trade-mark idea prior rights over rivals who might come along later with modifications of the same idea, and who might be enabled to secure the coveted registration in the event that some minor technicality resulted in the rejection of the originator's initial application and he was denied, as he has heretofore been, an opportunity to revise or add to his design or drawing in its elementary form.

RIGHT TO USE OF "FLANDERS"

The Commissioner of Patents and other officials have lately been compelled to devote much time to a consideration of the merits of a controversy between the Flanders & Flanders Manufacturing Company and the Studebaker Corporation as to the right to use the word "Flanders." The matter reached the Patent Office because of the effort of the Studebaker Corporation to register as a trade-mark the word "Flanders" written with a slight peculiarity in the letters and a flourish to the letter "F." The commissioner upheld the Examiner of Trade-Marks in refusing to register the word on the ground that it is not written in a distinctive or peculiar manner. He held that the distinctive feature of the trade-mark is the word "Flanders," and not the manner in which it is written.

In opposing the granting of the Studebaker Corporation's application Walter E. Flanders claimed that he had sanctioned the use of the trade-mark "Flanders 20" on gasoline cars of a particular type, but had not parted with the right to the use of the word "Flanders" on automobiles generally. Furthermore, he claimed that his firm has the right to use the name on motorcycles and electric automobiles, and he also contended that if the Studebaker application was granted it would enable that corporation to register the word "Flanders" in foreign countries as a trade-mark for automobiles generally, and that this would restrict the sales of the product of the Flanders & Flanders Manufacturing Company.

The importance of securing truly distinctive display when it is desired to make use of a proper name as a trade-mark was further emphasized by the refusal to register the name "Hanes" for the P. H. Hanes Knitting Company. The word was displayed upon what the applicant designated as a peculiarly-shaped red shield, but the Commissioner of Patents, when the matter was appealed to him, decided that the name was not distinctively displayed, and pointed out that the mere use of a background of contrasting color will not suffice to make a name distinctive.

CAN'T REGISTER THE LION TRADE-MARK OF GORHAM MFG. CO.

The Gorham Manufacturing Company finally lost out in a fight which it has waged for several years when an adverse decision was recently handed down by the Court of Appeals at Washington, which tribunal is, under ordinary circumstances, the court of last resort in matters affecting trade-mark applications. The Gorham company had appealed from a refusal of registration for its trade-marks for solid and sterling silverware, consisting of representations of a lion in a hexagonal figure; an anchor within the outline of a shield; and the letter "G" in old English type enclosed in a hexagonal figure. The British Government had protested against the registration of these emblems because of their practical identity with the hall mark of the Birmingham assay office, and the Commissioner of Patents had refused the application on the ground of that same prohibition which bars the flags, coat-of-arms, etc., of the United States, any State, municipality or foreign power. The Court of Appeals upheld the action of the commissioner, and in making reference to the law which prohibits the use of Governmental insignia said: "If necessary the language of the act should be given a liberal construction in aid of the sound public policy which it declares."

Another decision of this same court which likewise constitutes an endorsement of Patent Office

procedure was that wherein there was sanctioned the refusal to register for the Excelsior Shoe Company a design which had as its most conspicuous feature the words "Boy Scouts." Some very ingenious legal technicalities were presented by the manufacturers' attorneys, but it was held that the words "Boy Scouts" were either descriptive or deceptive.

Conflicting trade-marks continue to be productive of controversy between manufacturers. In the recent case of the appeal of the firm of Andrew Ritter & Co. with reference to use of the trade-mark "Pin Money" it was held that pickled and canned goods and vegetables are goods of the same descriptive properties, and that consequently two firms cannot register the trade-mark for products of this class. On the other hand, when the Examiner of Trade-Marks refused to register "Bob White" because "Quail" had already been registered he was overruled by the Commissioner of

Patents, who decided that the two words do not conflict. Then, again, "Big Hit" has lately been refused registration because of the prior registration of "Big Strike" for the same class of goods.

Vigilance Work Through "Movies"

The Essanay Film Company, of Chicago, has released a two-reel subject entitled "The Toll of the Marshes," dealing with so-called land frauds in Florida.

For nearly a year Charles F. Stark, of the Essanay Company, has been trying to produce a constructive film on this subject that would meet the approval of the National Vigilance Committee of the A. A. C. of A. The problem was not easy because it was necessary to treat the subject in an interesting way, revealing the fraud and yet not in any manner reflecting on advertising as a whole.

This has been accomplished to the satisfaction of the committee.

The story is about a land grafter who unmercifully robbed the poor to gain his goal—riches. His daughter is the innocent means of bringing about a novel and eccentric plot wherein justice is finally rendered the grafter's victims.

COLLIN ARMSTRONG

INCORPORATED

Advertising & Sales Service

115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

Willys' Specific for Good Business in Dull Times

Head of Willys Overland Company Describes How He Weathered the Panic of 1907—A Question of Optimism as Well as Cash—"He Gets the Business Who Goes After It"

By John N. Willys

President, Willys-Overland Company,
Toledo, O.

WE have found that it pays us to be *continuous* advertisers. We do not believe in advertising to-day and forgetting it for six months. We do not believe in stopping our advertising in the dull season. We believe in keeping our name before the public twelve months in the year, and that's what we try to do in some form or other.

The automobile industry is getting to be one of the largest in our country. It may be of interest to say that there has been expended in the year 1913 one thousand million dollars, or one billion dollars, for automobiles, and for the equipment of automobiles, and the expense of maintaining and operating those machines. It is a large amount of money to go into any industry, and when you consider the growth of this industry, when you consider that ten years ago it amounted to practically nothing, then you can understand how hard it has been to keep pace in this industry; how hard it has been always to make your car in a manner that would be satisfactory to your customer, and in a manner that would gain you a reputation and a future in the industry.

One of the very serious drawbacks that I found in starting our industry was the fact that we could not get proper materials and get them properly made. It is all right to advertise, it is all right to sell your product, but unless your product gives satis-

faction in the hands of the user, you cannot possibly have a future.

Why? Because what in the world is the use of advertising a car, an automobile, in a periodical that has a large circulation in California, if you haven't an agent in California?

It seems to me there is a great deal of money wasted in advertising because the advertisers don't study their own conditions. Advertising that is good for automobiles, might not be good for breakfast foods, or books, or patent medicines — whatever it may be. There are lots of different copy. We have found that it pays us not to try to put so much in an ad that nobody will read it. We find that the less we say and the more "kick" we get in it, the more pointed we make our advertising, the better it pays.

If you go to the theatre, a light opera, and you hear four or five different pieces, as a general thing there will be one piece played that evening that you will carry home, and if you can make your advertising so strong, so pointed, that a customer in turning through the magazines or papers will read your advertisement and carry that home, it seems to me that is the situation for which we are all striving.

Ours is an old company. The largest output the company had up to six years ago was forty-nine cars for a year. I think that was the fourth or the fifth season; and when I was the sales agent I had contracted to take the whole output of the Overland factory for the year 1908.

FIGHTING OFF THE RECEIVER

When the panic of 1907 came along our little company was "broke." It didn't have the money to meet the payroll. I came along to the factory and I saw my deposit that I had put up for these automobiles vanishing away. It looked as if the concern was going to fail. In the city of Indianapolis you couldn't get a check cashed in December six years ago.

One Sunday morning the manager of the plant told me, "We

Extracts from Stenographic Notes of Address before Sphinx Club, New York, December 9.

ONE doesn't have to be an "old subscriber" to see and read your poster advertisement. The poster's subscription list is the nation's population, and it never "expires".

An invitation to call and tell you in a personal way more about poster advertising, addressed to our home office or to our nearest branch, will bring a man who knows his subject and who will interest you in what he has to say and tell.

Ivan B. Nordhem Co.

POSTER ADVERTISING

OFFICIAL REPRESENTATIVES

POSTER ADVERTISING ASSOCIATION

UNITED STATES AND CANADA

Bessemer Building

PITTSBURGH, PA.

BRANCHES

PHILADELPHIA, PA.

BUFFALO, N. Y.

CLEVELAND, OHIO

802 Chestnut Street 1044 Marine Nat'l Bank Bldg. 414-18 Rockefeller Bldg.

CINCINNATI, OHIO

MILWAUKEE, WIS.

815 First Nat'l Bank Bldg.

Merchants & Manufacturers Bank Bldg.

MINNEAPOLIS, MINN.

KANSAS CITY, MO.

GRAND RAPIDS, MICH.

Metropolitan Life Bldg.

5th Floor Merry Bldg.

519-20 Murray Bldg.

Go After the Kind of Men Whose Trade You Want

If you are a manufacturer of boilers, engines, separators, pumps, packing, lubricants or any of the many machines, appliances or materials used in the operation of power plants, you want to send your message direct to the men who are engaged in actual power plant work.

The big men in the power plant field read

PRACTICAL ENGINEER

(Semi-Monthly)

There are 22,500 of them on its subscription lists—engineers, superintendents, master mechanics, purchasing agents and general managers. The total of their yearly purchases constitute the bulk of the yearly sales in the power plant field.

Talk to these men through the Advertising Pages of Practical Engineer. Print your message in the power plant paper that is read because of the necessary useful information it contains.

Practical Engineer guarantees a circulation of 22,000 copies per issue or a pro rata refund. Present circulation 23,000. Write for rates and circulation map by states.

Technical Publishing Company

537 So. Dearborn Street Chicago, Ill.

are going in the hands of a receiver to-morrow." I said "Why?" "Because we can't meet the payroll; we gave the checks out last night and haven't money to meet the payroll." I said, "Is that so? How much is the payroll?" "About three hundred dollars."

I thought I might as well die for a whole sheep as a lamb, and if I could get three hundred dollars I might as well put that in. I went up to the clerk in the hotel at which I was stopping—I had stopped there a good deal—and I said, "Frank, I want three hundred dollars Monday morning."

He said, "Where are you going to get it?" I said, "Why, I am going to get it from you." He said, "I wish you luck. If I had three hundred dollars I wouldn't speak to you."

That wasn't a very interesting start for me. Frank seemed to take it as really a good joke that I wanted the three hundred and had any idea I could get it. But I finally convinced him I really wanted the three hundred, and produced a check on a little bank in Pennsylvania in which I had an account. I finally induced him to promise not to let any traveling men leave town by cashing any little checks, fifteen or twenty dollars, the rest of the Sunday and save it all for me. And Monday morning I had the finest collection of currency, one, two and five dollar bills, you ever saw in your life. But I got the three hundred dollars and took it over to the bank and said, "I want to make this deposit to the credit of the Overland Automobile Company."

I guess the bankers thought I was crazy, and wondered where I got the pile of one, two and five dollar bills. But we made that deposit and kept the company out of the hands of a receiver, and we started out and made our money again. It was pretty hard work for a few months. We got the cars out and they proved satisfactory.

We didn't have any money to advertise to the consumer. We got some agents by trade-paper advertising, and it was the second

year before we did any general advertising. We had something like six thousand automobiles in the hands of the users. We had over five hundred agents in the United States before we did any general advertising, and then we went at it with hammer and tongs.

If times are really going to be as bad as we are led to believe, every time we go down town, why, I say, advertise! Instead of spending eight hundred thousand dollars for advertising this coming year I am willing to spend a million and a half.

We have the agents now, we have the product, and we are going to sell it, and if it takes a million and a half in advertising, it is good business for us to spend it.

I called on one of the banks down town the other day. The officials asked: "What do you hear from out West?" I said, "In October we had an increase of sixty-nine and one-half per cent over October of last year." "Well, that was not so bad, was it?" "We thought it was very good." "Well, what happened in November?" "Well, in November we had about thirty-two and one-half per cent increase over last year." "Falling off! Falling off!" they exclaimed. I said, "Yes, that's right; falling off, just like business in straw hats falls off in November. Of course it falls off. We are not going to get the business in December and January that we get in the summer months and we don't expect it. We don't feel on that account we are not going to have any business at all. I don't see anything the matter with this country. I don't see any reason why I should be pessimistic. I don't see any reason why any of us should be pessimistic. If business isn't as good as it ought to be, there is only one thing for us to do: that is to get it away from the other fellow. There is going to be business; we are all going to have some business; we are not going into bankruptcy to-morrow throughout the whole country; and if business isn't good, and we are going to have hard work to

Southern Women Southern Homes Southern Money

Bring New Blood to Your Business

The Southern Woman's Magazine is the only publication in existence devoted directly and entirely to their interest. Its sole object is the advancement of Southern women and the development of her Southland.

There are more than 6,000,000 homes in the states where the Southern Woman's Magazine is concentrating its circulation.

During the year 1912, bank deposits in the Southern states were \$1,228,248,523 MORE than in 1900.

An increase of more than a billion dollars.

The Southern Woman's Magazine—Southern Women—Southern homes—Ready Money, is a chain welded together by loyalty. For the women who represent these homes and who spend the money, are patriotically loyal to this magazine, the only one in existence published entirely for them.

Southern Woman's Magazine

Nashville, Tennessee

F. M. Krugler,

37-39 E. 98th St., New York City.

Sales Manager Wanted

A group of successful young business men recently organized an institution to conduct a high-grade reading course in law—to be sold to lawyers, law students and business men generally. The men back of the enterprise are thoroughly experienced, the company is amply financed and its future prospects are exceedingly bright.

To complete the organization they require a Sales Manager. This man must be of the right age, possess a good education—legal training is desirable—must have some knowledge of office routine and must have had successful experience in selling. In fact, the position calls for a young man having all the qualifications of successful salesmanship and sales management developed to a high degree. The right man will be paid a comfortable salary, to be increased as services justify it. He will also be given an opportunity later to acquire a small interest in the business.

Write, stating age, education, experience, previous earnings and any other facts that may help us gauge your ability.

Address, "T. A.," Box 130, care PRINTERS' INK.

sell automobiles, all right: let's have more men in the field; let's work the dealers harder, be up earlier in the morning and stay up later nights and keep at it. I don't propose to sit down and say, 'My business is going to the dogs,' just because somebody down on Wall Street tells me things are blue."

The time really to make good, the time to know whether you have got a real business in any line, isn't in boom times. Anybody can be successful, anybody can sell a lot of merchandise, in boom times, when the times are good. But that concern which can increase its business, which can have a larger and a growing and a better business in bad times than it has had in good times, is the concern that is going to stay in business and the concern that is going to survive in spite of any obstacle.

This good old country of ours isn't nearly as bad as some of them would like to paint it. Let's all be full of optimism. Let's all make up our minds that we are going to have a good year in 1914, and start out the year 1914 with that in our minds, with that intention to make our business, each one of our businesses, whatever that business may be, whether we are the buyer or the seller—let's do that work thoroughly. Let's do whatever we try to do well, and let's go at it consistently and work, and we will all be successful next year.

Knox, Loose-Wiles Ass't., Sales and Advertising Manager

Ralph W. Knox, manager of the specialty department of the Loose-Wiles Biscuit Company, has been made assistant general sales and advertising manager and will remove to Kansas City January 1. The general sales and advertising department is to be moved from Boston to Kansas City. Mr. Knox has taken an active part in the vigilance work of the Pilgrim Publicity Association and was the first chairman of the P. P. A. Vigilance Committee.

The San Francisco Call recently announced that it had bought the good-will, circulation, and subscription list of the *Evening Post*, which hereafter would be published as *The San Francisco Call and Post*.

How Money Is Made Out of Patents

The Successful Marketing of a Device on Which Papers Have Been Granted by the Patent Office Shown to Be a Most Important Task in Which Advertising Figures

TO invent a successful device is one thing; to make money out of it another, says Waldemar Kaempffert, at the start of his article, "Making Money Out of Patents," which appeared in the November 22nd issue of *The Outlook*. Then the author goes on to emphasize the reluctance with which the public adopts a new invention and puts it to work. Some examples cited are these:

It took a Niagara of advertising to convince us that a piano could be acceptably played with air instead of flexible fingers trained for years; that a watch costing only a dollar would actually keep time; that a safety razor would mow chin bristles.

Then it is explained that it takes much ingenuity to market inventions so as to be financially successful. The author points out that leasing is profitable to the inventor, especially in cases where the inventions such as machinery of high cost and for which but few concerns have use are involved. In regard to leasing as a business proposition, Mr. Kaempffert says:

But leasing is not always effective. The United States Government, the biggest of all contractors, will not pay royalties. It insists on owning its own machinery. Edison has invented a powerful rock-crusher which can pulverize a twenty-ton boulder. On the whole continent there is not a market for a dozen such machines, and the profits on the dozen would not pay the expense of the hundreds of experiments made before the crusher became a practicable machine. Colonel Goe-

Extracts taken from a Copyrighted Article by Waldemar Kaempffert which appeared in *The Outlook* of November 22.

80% Distribution in Two Weeks

We have just completed a try-out campaign for a client in a New England city of 140,000 population. This concern sells to grocers. It hadn't a single customer in this city previous to the test.

Within two weeks after the advertising started 121 out of a possible 154 dealers were sold.

But the plan did more than merely get distribution—it produced hundreds of new users for the goods, which we have been able to trace directly to the advertising.

So successful has this initial try-out been that we are now making plans to extend the campaign as rapidly as possible.

We quote this incident to show what we mean by short cut methods—by the usual route such results would have been well-nigh impossible.

Our new booklet, "Short Cuts to Advertising Results"—which explains our ideas more fully—will be mailed on request without obligation on your part. Write on your business letterhead for your copy to-day.

Ruthrauff & Ryan
Advertising

450 Fourth Avenue
N E W Y O R K

thals wanted to buy such a crusher for breaking rock to be used in constructing the Gatun Dam in Panama. Edison asked a small royalty for each ton of rock crushed, a sum that amounted to but a small fraction of the saving that would be effected. The negotiations failed.

Leasing is probably the most approved business method of placing a complicated machine on the market. The most important machines used in shoe manufacturing are welters and stitchers. These are leased and never sold—leased, moreover, on such conditions that the welter may not be used with a competing stitcher, nor the stitcher with a competing welter.

About five and three-quarter cents for every pair of shoes made by these machines is paid by shoe manufacturers in royalties. In addition to the welter and stitcher, the shoe machinery patentees place at the disposal of the shoe manufacturer some twenty-six auxiliary machines, which he may or may not use, as he sees fit, and for which only a nominal rental is charged, varying from \$5 to \$35 a year—barely enough to pay for wear and tear. These auxiliary machines, however, may not be used unless the welter and stitcher are leased. Such "tying" clauses in leases were invented long before the modern trust was conceived. Although their legality is now being subjected to judicial scrutiny under the Sherman Law, it cannot be denied that the leasing system has enabled many a poor man who could not afford to buy machinery to engage in shoe manufacturing with little capital.

ANOTHER METHOD OF MARKETING EXPENSIVE MACHINERY

In the testimony taken in the now famous "Dick-Henry case," we learned of still another method of marketing patented machinery—a method which consists in selling a device at less than cost and compelling the purchaser to buy from the manufacturer whatever supplies may be necessary to operate the device. If supplies bought in the open market are used, the

patent is infringed, because the inventor or his assignee has the exclusive constitutional right to use the machine in any way that he himself sees fit, and has permitted the purchaser to use the machine only in a certain prescribed way. So the courts have held time and time again in cases decided long before Dick vs. Henry aroused comment.

Few inventors have ever grown rich by reason of the royalties that have been paid to them. To make a fortune out of a new tool or a new folding-bed, the inventor must become a manufacturer. Even Edison would not be a wealthy man to-day if he had sold his more important inventions instead of manufacturing them himself. His method, is that adopted by most knowing patentees. The presses used in the Government's mints for coining metals are produced and sold by their inventor, Oberlin Smith. In Pawtucket, Rhode Island, is a prosperous plant built by the two inventors of successful metal-shaping machinery.

Further along in his article Mr. Kaempffert takes up one invention after another and explains some of the difficulties which they entail. He writes:

In a patent-infringement suit involving the Mergenthaler linotype the brilliant Judge Cox went out of his way to comment on the crudity of epoch-making inventions and the systematic improvements necessary before they could be commercially introduced. Not only was the Morse telegraph a fit subject for a museum within a few months after its first feeble success, but the Howe sewing-machine, he announced from the bench, could not be successfully used by any woman for ten years after the patent was granted. Yet both Morse and Howe are deservedly regarded as great American inventors.

It took ten years to produce a press on which the colored covers of our magazines could be printed at one operation. Colored reproductions of paintings are usually made by printing three or four colors, one after another, the

paper being allowed to dry after each printing. With the rotary multi-color press, white paper is fed in at one end, and emerges at the other end completely printed. Such presses had been used for very rough work, but were utterly unadapted in their original form for fine magazine-cover printing.

The most skilful pressman and engraver in the United States were engaged to solve the basic problem of preparing printing plates so that no "make-ready," as it is called in the trade, would be necessary. By 1901 a self-printing plate had been invented. Next came the problem of bringing it to commercial perfection—a problem that involved three years of patient, expensive, heartbreaking experimenting. A special hydraulic press had to be built, and other special machines as the experiments called for them. Then it was discovered that the press was not strong enough. An entirely new one had to be designed and constructed.

Next it was found that the idea of printing one wet color upon another was impracticable with the printing inks on the market. An ink chemist was employed, who spent over a year in the unsuccessful effort to produce inks of the desired character.

After he failed, a practical printing ink maker was engaged, who finally succeeded after many months. Even though the process, the press, and the inks seemed perfect, no satisfactory results could be obtained. It was discovered that the arrangement of the printing cylinders was at fault. Because they were arranged vertically, so that the lowest one was near the floor and the uppermost one near the ceiling, they were subjected to different degrees of temperature, which affected the working of the inks.

A new press had to be designed and built with horizontal cylinders, all lying in the same zone of temperature, and then, at last, success was assured—but only success in solving the problem of



Don't be an advertiser with a reputation for always changing agencies—they *never* get the heart's blood of an agency. If your agency is earnestly working for your best interests, giving you service and getting results, stick! no matter what soliciting pressure you're put to—you'll only mess matters by changing.

But—if things are not going right—if you have good reasons for making a change, give us a hearing before you decide upon your agency.

**D'ARCY
ADVERTISING
COMPANY**

ST. LOUIS

printing several colors at one operation. The problem of selling the press had not even been attacked.

The manufacturer found it difficult to interest publishers and printers in his method of printing four-color magazine covers at one operation. They came and watched the press, marveled at its performances, but did nothing. They refused to believe their own eyes. In sheer desperation he had to install the press at his own expense in a large publishing house and to furnish his experience and assistance in trying it out. Even then the machine ran for nine months every day before the publisher was really convinced that it could do his work.

The same story is repeated over and over again, even with insignificant toys, hardware novelties, tools, and the like. A half-dozen patented safety razors are at present competing with one another on the market. The perfection of each has cost a king's ransom. On one of them the sum of two million dollars is said to have been spent to make it marketable, and as yet without avail. The most widely advertised and most widely sold safety razor is the successful outcome of seven years' hard work—seven years spent not simply in producing the original invention, but in tempering thin steel, in producing a handle to hold the blade, in devising machine tools that would stamp blades out of a ribbon of steel.

INVENTIONS ON PAPER AND IN OPERATION

Few patented inventions have ever been brought to a marketable condition in less than ten years, and no invention is ever made exactly in the form described in the patent. It seems no astounding feat to apply ball-bearings to a carpet-sweeper, so that the machine can be pushed over a floor easily. Yet that rather simple improvement meant thirteen years of inventive effort on the part of the foremost manufacturer of carpet sweepers in this country.

About fifty-one thousand dollars in money and six years in time

were spent in devising a watch that would keep time and that could be sold for a dollar. The smallest practicable typewriter on the market made its appearance only after an outlay of \$400,000.

Many inventions are the result of a single excursion into the field of invention—not because the patentees are discouraged by the obstacles that they encounter, but because they are intellectually exhausted. Oliver Wendell Holmes once said that every man had at least one novel in him. He might have added that most of us also possess creative ability enough to evolve at least one invention. Just as many a novelist exhausts himself with a single splendid piece of fiction, so many an inventor's ingenuity is spent in enriching his day and generation with but a single contrivance. Howe is remembered for his sewing-machine, and for nothing else; Bell, for the telephone alone; Morse, simply for the telegraph.

It is curious, too, how many of these men were not academically trained engineers or mechanics. Apparently, if you would invent a telephone, you must not be an electrician, but a teacher of deaf-mutes, as Bell was when he came to this country. If you would devise a telegraph, you must emulate Morse and achieve distinction as a portrait-painter.

If you would enrich the world with a phonograph, a moving-picture machine, an incandescent electric light, and nine hundred other successful inventions, you must begin, it would almost seem from the history of invention, as Edison did, by selling newspapers on trains and picking up your electricity, your chemistry, and your mechanics as best you can.

"Wool & Cotton Reporter's" Staff Changes

The advertising staff of the *American Wool and Cotton Reporter* has been increased by the addition of W. F. Moore, formerly on the *Commercial Bulletin*, and Daniel J. Horgan, a New England publicity man. On January 1 Henry T. Ross, at present circulation manager of the *Reporter*, will be transferred to the advertising department and take the Western territory, with headquarters at Chicago.

SELLING DISPLAY



THE closest possible con-
tact this side of purchase
between the manufac-
turer's product and the
consumer is THE RETAILER'S
SHOW WINDOW.

This illustrated book tells how to get the manufacturer's product into the retailer's windows, and how to do it in the best and most practical way ever devised.

The book is yours for the asking and it's worth asking for. It should be in the files of every advertising manager and every advertising agency.

Ask now.

Co-operative Merchandising Service Co.

112 East 19th Street

New York

IN these days
of shifting
values in the
publishing field
this statement is
significant:

FOREST AND STREAM

is carrying a
greater volume of
advertising—and
producing a liver
paper than at any
other period in
its 40 years'
history.

We refer you to
its columns for the
kind of business
that pays in
FOREST and
STREAM.

New York, 22
Thames Street.

The "A B C" of Publish- ing Efficiency

A Careful Analysis of the Functions of the Personnel and Various Departments Concerned with Trade-Paper Publishing—Address before New York Trade Press Association

By A. C. Ernst

Of Ernst & Ernst, Certified Public Accountants, New York

IHAVE often been asked these questions:

Efficiency, what is it?

How do you determine or measure the efficiency of an organization or an individual engaged in a line of endeavor?

When is a man efficient and when is he not efficient?

I prefixed "A B C" to the title because I wanted to get away from the mystery and bugaboo which surrounds the word "efficiency" as it is now so often applied in business.

We measure the degree of efficiency by the inefficiencies—never trying to determine the efficiency of an individual by his positive qualities, but rather by his negative qualities. There are fundamental laws that govern in business, as there are fundamental laws in every science, and we gauge the individual or the organization by its strict adherence to these laws in their modern and most progressive interpretation in all instances.

I consider the efficiency of an individual by the surplus of positives over the negatives.

Every organization and individual is born under a handicap, and the measure of individual worth is determined by their success in overcoming these handicaps, and were there not great natural and some created difficulties in the publishing of great trade and technical papers, it would not be necessary to comb the country for the genius and talent which your profession demands.

To succeed in the trade-paper field to-day requires the best attributes of the men who direct:

Business Management
Editorial Department
Circulation Department
Advertising Department
Service Department
Mechanical Department.

It has been my good fortune to have had the opportunity to study closely the advances made in trade papers during the past fifteen years. I have also followed the fortunes and the misfortunes of some of the individuals who are engaged in this field.

I have also devoted a vast amount of my time and energy to other lines, both manufacturing and mercantile, and I can, with all candor, say, that among these organizations which have succeeded there cannot be found a higher type of business and professional men in any other line in which I have been engaged.

Those who have succeeded have built their papers upon a foundation of the highest integrity, conceding everything reasonable to the subscriber, advertiser and contributor, and coupling with this integrity, constant energy, hard work, common sense and efficient practice and methods. They have not held the nickel so close to their eyes to-day that they have failed to see the dime of tomorrow.

To be poor and honest is not the fullest measure of success, but to have riches and honesty is better, for, after all, money talks, it gives you the basis for credit—credit is nothing but an acknowledgment to you of other men's respect for your financial success and honesty.

HANDLING INDIVIDUAL WORKERS

I probably look upon these organizations with which I come in touch in a more cold-blooded manner than most people. My first inclination is to chart the net results of each unit of the organization in graphic form, then study the chart, then form my conclusions, then study the individual.

We should not dwell too long at first upon the high points, let us first find wherein we are weak or timid, bring out the cause and remedy the evil, then we will still



"Culliac" line drawing, made for the Hoops Advertising Company

Hoops Advertising Company

Developers of Successful Selling Methods
1400 Tribune Building Telephone Central 1473
CHICAGO

November 18, 1913.

Mr. Chas. Daniel Frey,
Chas. Daniel Frey Company,
Chicago, Illinois.

My dear Mr. Frey:

I was talking with an artist today—a man who has done some really fine work for us. He wanted to know why we have employed him so little lately and why we are doing so much business with you.

It was hard to tell him the truth, but as he insisted, I pointed out that while his work is artistically fine, all he really does for us is to follow instructions fairly well, producing a beautiful picture with no great regard for the point we are trying to bring out.

Elbert Hubbard says: "We are all on the pay roll for \$5 a day but some of us have to pay \$4 for supervision." That is the trouble with this artist, and I am writing you to let you know how thoroughly we appreciate an organization that needs no supervision. Your ability to grasp the advertising idea in everything you do for us and the frequency with which you suggest improvements on our ideas, are a great help to us. Keep up the good work.

Yours truly,
Walter W. Hoops
HOOPS ADVERTISING COMPANY

WVW-L

The Hoops Advertising Company is another of the successful agencies that are enthusiastic users of the Frey service.

What we are doing for others, we can do for you.

If you will tell us your requirements, we will be pleased to submit our ideas, in typeset form without obligation, or in sketch form at a nominal charge.

**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations
MONROE BUILDING, CHICAGO

have time to congratulate ourselves upon the points of efficiency that we possess and which must be so evident to everyone. I would not want you for a moment to conclude from what I have just stated that I am a pessimist ever on the alert to bring out the inefficiencies, but rather the success of our work largely depends upon the optimism we can inject at the psychological moment.

I would not want to, even if it were practical, to surround myself with an organization that was highly efficient in every unit, or would I feel safe with an organization in which the majority were optimists. I would endeavor to sprinkle in a few optimists, as many pessimists, and idealists, some slow-tempered, some quick-tempered and some even-tempered, but all men of high integrity and unquestioned loyalty.

I have often found that the boss is too much of a boss, his rule in some cases has been too supreme, he has often surrounded his head with a halo that has closed his ears to good advice of men under him. He may be a hard man to reach—he might be a closer student of his men than he is of himself, but do not let us forget that the organization can never be better than its head.

I am not a phrenologist, but I have lived long enough to know that there are ideas lurking in every normal-shaped head, be it a tow-head, red-head, or bald-head; among those ideas there are bound to be a few good ones that are valuable, a few fair ones that probably could be nourished into vigorous health—and, such as they are, good, bad or indifferent, the organization and posterity are entitled to them. Therefore let us get the idea that other people have ideas, and with our own we may some day be one of the greatest contributing influences towards the developing of a real science, which may be termed the "Simon Pure Efficiency" to distinguish it from the much-abused term "Efficiency," which has its charlatans and its victims at the present moment.

Efficiency does not mean that we must hire the clerk or the mechanic at the lowest possible wages, make him work the longest hours that the law will permit and keep a hot poker under him as he toils—such methods have been recommended and have been tried with disastrous results.

Net results are the weights that are used on the scales where real efficiency is required and measured.

Some men make a lot of motions, do a lot of talking, perspire very freely, work long hours, undermine their health and accomplish a great deal—other men make very few motions, say very little, apparently have quite a lot of time for recreation and they accomplish just as much.

Some high-priced men do detail work that should be done by low-priced men and better adapted to the detail—some low-priced men do detailed work that could be done better by mechanical means.

Some low-priced men attempt to do the work of high-priced men and often succeed. You can never tell whether a man has "it" in him until given at least one chance.

BUSINESS MANAGEMENT

I place as the most important duty of the president or general manager that of harmonizing all of the departments of the organization.

How much time and energy are lost through departmental rivalry and jealousy?

Is the president or general manager providing competent understudies? Are these understudies being properly encouraged? Are the heads of the departments brought together regularly for definite conferences, and have plans been made in advance to make these conferences of real interest?

Are the business managers of the several departments regularly brought together to discuss the operating results?

Are the business managers of the several departments acquainted with the month's expenses, the ratios of these to income, profits

GOOD CHEER AND PROSPERITY

The
Bryan Co.
Ohio's Greatest
Poster Advertisers
DISTRIBUTORS
MANUFACTURERS POSTERS, MAPS,
ART BULLETIN, PRINTING,
AND WALL COATING.



CLEVELAND-TOLEDO-DAYTON-AKRON-YOUNGSTOWN-LORAIN
& 40 TRIBUTARIES

Mail-Order Selling Only

¶ Selling by mail is quite a distinct art. There is nothing fanciful about it. It must have a merciless logic and directness. It must attempt nothing but the one feat of bringing home the order.

¶ Mail-order selling deserves to be specialized in.

¶ I have opened an office only to serve concerns who market their product by mail.

¶ My training, acquired from positions held with Sears, Roebuck & Co., The National Cloak & Suit Co., and Larkin Co., obviously qualifies me for specializing in this field.

¶ I invite correspondence from manufacturers, wholesale and retail establishments and specialty concerns who are already operating a mail-order department or who contemplate organizing one.

Harry I. Wildenberg
Advertising

1123 Broadway New York
Telephone, 2339 Madison Square

or losses, and comparisons with previous periods?

If your business managers are not made responsible for the expenses of their departments, are they in fact business managers?

The general manager of a trade paper to-day must be aggressive. He must have the confidence of his men. He should be able to make a criticism a boost.

The general manager must not bury himself in detail; must follow closely the work of all departments and be ready to make improvements promptly as occasion arises.

In addition to all of this, he should be in close personal touch with the finances, and, in addition to watching that all bills are paid promptly, he usually sees that the cash is available on pay-day.

My thought is that the active head of the organization should be primarily a good business man—a leader of men—understanding fully the field covered by his papers, and in active touch with the work of his department heads.

EDITORIAL DEPARTMENT

Without good editorial matter, how can you get subscribers and advertisements, and without competent writers, isn't a paper doomed to failure?

Have I ever taken a history of my paper for ten years or even five years and measured the editorial matter and compared this with the advertising space? This is what a trade-paper manager should ask himself.

Isn't the answer certain to be that he is not giving his readers an equal portion of the increases?

But he says, I am now giving my readers better stuff. Wouldn't he have said the same thing five years ago?

Is he putting new life into his editorial department?

Are the editors getting out in the field and keeping in touch with latest developments, or are they sitting up at home late at night writing matter and getting down late in the morning with that tired-out feeling? Most

editors are inclined to be too modest.

I favor a concentrated subscription department with a constructive man at the head, with a competent staff of clerks in charge of all details.

The great demands made by advertisers regarding details of subscriptions by territories, classes, etc., has brought card records largely into use. Mechanical equipment has done wonders in classifications, mailing, etc.

If the subscription manager knows a field he probably has adopted the unit system of cross-indexing. I mean by this being able to locate immediately various subscribers by units—such as mines, power stations, steel mills, dry-goods stores, etc.

Are there important sections of the country where a trade paper has no subscribers—are these being closely followed up? Has it more subscribers in a certain unit than is necessary? If this congestion is general, can the management offer advertisers all that it should?

The matter of co-operation between departments is especially important in the subscription department. Many good circular-letters and advertisements have been discarded by the pessimistic views of a business manager. These disappointments of the subscription manager are now largely being overcome by tests of a number of these letters or advertisements taken at random, thereby often disproving the views of the business manager or satisfying the subscription manager.

I have noticed a general tendency of over-anxiety regarding renewals. I believe harm has often been done by soliciting these renewals three or four months in advance of expiration dates with premium offers.

The practice is still quite general of sending delinquent subscribers papers three or four months after expiration date with the hope of renewal.

Is the per cent of renewal increasing or decreasing? If decreasing, has the reason been discovered, and is it watched?

Forward

—for 1914!



NOW IS

the time to provide your Advertising Department with efficient filing systems for the New Year.

Eliminate the errors that have annoyed your past; make mistakes the *exception* in your office routine. There's a way to do it—the—

Globe-Wernicke

Safeguard Way

Simple, easy, efficient. Let us explain it—write today for booklet—"Filing and Finding Papers" No. 279. It will lead you forward in 1914!

The Globe-Wernicke Co.

Mfrs. Of Sectional Bookcases
Filing Cabinets and Supplies
Cincinnati

Branch stores and local agents almost everywhere. Where not represented, we ship freight prepaid. Write today.

Are the subscription solicitors in the field giving principal attention to quantity or quality? Are their operations closely checked at the office, and are they directing attention principally to the units which are not represented in the list of subscribers?

I have too often found a lack of co-operation between the president of the company and the head of the subscription department. Some of the greatest surprises I have received in my examinations of trade papers have been the lack of knowledge on the part of the head of the organization of the character of work being done by the subscription department and lack of knowledge of the nature of letters, circulars and offers being made to the public.

Are there many editors who are personally in touch with their prominent subscribers and advertisers? I know one editor who counts one of his most important accomplishments that of having personally made the acquaintance of a certain subscriber of his paper—a prominent engineer, who did a large business, but was not a publicity man or a writer. By consistent personal touch this editor succeeded in getting valuable data regarding large contracts, new methods, unusual difficulties encountered, and obtained this with personal details such as would interest any experienced reader, and especially the younger profession.

Aren't editorial writers a bit old-fashioned? Do not many of them burden themselves with office details which had better be left to a clerk—do not some of them insist on doing their own filing (so no one else can find it), and do they not as a rule often like to open their own mail, papers, etc.?

A close co-operation must exist between the editorial and business departments—the view of the advertising solicitor and subscription solicitor should be carefully considered.

Is there not an inclination to permit long articles upon one subject when half a dozen short articles on various subjects would

be more welcome to the readers?

Are the articles set up with snappy head-lines? I have often noticed an important article buried at the end of reading matter with an insignificant head-line.

Are these head-lines important? Ask the newspaper man. He knows, because he pays large salaries for this service alone.

Is there not an ever-tempting desire to increase the advertising space beyond all comparison with the reading matter?

Are important articles exploited sufficiently in advance of the issues?

Haven't magazines accomplished wonders by this advance exploitation of prominent articles?

CIRCULATION DEPARTMENT

Is the head of the circulation department confining all of his time to constructive work?

Is he merchandising the product by offering all sorts of premiums, or is he "pulling" the subscribers by the effect of letters and direct appeals?

Is he in personal touch with the field, or is he buried in office detail?

Can there be a good, substantial reason for this lack of knowledge regarding the work of so important a department?

SERVICE DEPARTMENT

In my opinion many of the service departments have not yet come into their own. In many businesses they are looked upon as somewhat of an expensive luxury. We are facing many new conditions in business. Advertisers are discriminating more than ever. We are passing out of the period of reckless expenditure of money—notably true in prominent lines like autos. In many large corporations the advertising manager is no longer given *carte blanche* to spend a given amount, but must now itemize his requirements carefully, and this is fully reviewed by the managing officials and made the basis of deliberate conferences. An active service department will survive this careful pruning over—a service department existing by mail only will stand less chance. This

WITH more than twenty-five years' experience in the newspaper business, beginning on the desk and finally serving more than ten years as publisher of a prominent Metropolitan daily, I am now seeking an engagement as publisher, business manager, or advertising manager of a reputable paper offering an opportunity to demonstrate ability and experience.

Forty-three years old, favorably known in newspaper circles, and can refer to proprietors and publishers of prominent newspapers in most of the large cities.

The proprietor or manager of any paper that desires to secure the services of an experienced executive, one who understands all details from press room to composing room, and will write within the next two weeks, may effect an advantageous arrangement for service.

ADDRESS J. D. T., CARE PRINTERS' INK.



The Man Behind the Gun

on the following accounts in and out of agencies,—who worked on and was responsible for them either wholly or in part from the production end—idea, layout and copy,—is at liberty for engagement with a progressive agency or advertiser.

Aeolian Company
Dromedary Dates
Ireland's Gloves
Royal Society
Silver Lake Products
Parsons' Ammonia
Savory Roasters
Powell's Candy
Lewis & Conger
Burroughs Adding Machine
Rivers' Talcum
Kewpie Products
Bewco's Grape Juice
D. Davis & Sons

Yanna
Rieger's Perfume
Petrosol
Multikopy Carbon
Wm. G. White
Vador Porch Shades
Metco Hardware
Pompeian Massage Cream
Kppo Petticoats
Ostermoor Mattress
"Jac" Auer
"What Happened to Mary"
Wm. R. Jenkins
John J. Kelley

Mallory Hats
Repetti's
Oldsmobile of N. Y.
Shivers' Cigars
Beacon Shoes
Vacuna Cleaner
Dyala Dyes
Zepa Razor
Waterman Pen
Pequot Sheets
Flor Azur
Flanolas
and
others

Besides being a known writer of forceful copy he is prolific in original selling ideas and expert in procuring strength of layout. He is a thorough analyst of merchandising problems and experienced in working them out to success. An economical buyer of art, engraving and printing. A good executive. Best references. Let him show you his "proofs." Printers' Ink, Box 131, "CED."

Sell to Seattle and the entire Northwest

The possibilities of this market are practically unlimited. Seattle and the Pacific Northwest constitute today the fastest growing market in the world.

Create a demand for your goods in this territory now—and that demand will grow faster than in any other section of the country.

The Seattle Times

will introduce your goods to this immense market. The Times covers Seattle and the entire Northwest. In this immense field it is in a class by itself.

Business carried shows what advertisers think of the Northwest as a market, and of the Times as the right medium to reach that market.

Detailed information of any kind concerning The Times and the Northwestern market furnished upon request.

Times Printing Co.

Seattle, Washington

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York

Kansas City

Chicago

is an age of discrimination, and the heads of service departments and good assistants must personally follow up conditions in the field and reinforce the work of the advertising manager or whoever placed the ads.

The head of the service department must be systematic—he must keep records of performance, costs, departmental results.

In many papers the several business departments have a free hand in using the service department—a system of charges will overcome this and furnish a basis of showing which department is the most aggressive.

ADVERTISING DEPARTMENT

Should the solicitors be paid on the basis of salary and expenses or on a commission? Has not practically every trade paper forced this problem?

Are the territories well defined and are they properly worked?

Are the small advertisers encouraged fully? Too many solicitors prefer to visit large advertisers only?

Can solicitors do better work by co-operation and team-work, so called?

Are prospects of the solicitors properly followed up by the office?

Are the territories so large that the solicitors have a good excuse for visiting the million-dollar corporations only?

Are the solicitors posted regarding bad or doubtful accounts, or are they permitted to accept advertising contracts which are subsequently cancelled by the office?

Is there a strict policy regarding advertising rates, or are solicitors permitted to cut sharp corners which give certain advertisers special benefits?

Tricks used to catch advertisers will not win out in the long run. The old trick of getting out special issues and claiming many thousand more issues than are printed is nothing more than misrepresentation and dishonesty.

It is fatal to load down a good solicitor with office detail.

Has a consistent policy been followed in increasing rates? This should be done regularly, as over-

head expenses are bound to increase, and systematic increases in rates are better in the long run than spasmodic and erratic increases.

MECHANICAL DEPARTMENT

Does it pay for a trade paper to operate a printing plant?

How many trade publishers have yearned for years to accomplish this dream?

When realized how often has an aggressive manager loaded down the plant with outside contracts and job work, and thereby neglected the very work which it was sought to improve?

If the printing of the issues is done by an outside plant, is there an effective check on the workmanship and costs?

How many trade-paper publishers are there without a competent printer on their staffs?

Does it pay to operate a small job press for office blanks, circulation department work, etc.? In arriving at printing costs are sufficient sums provided as reserves for depreciation?

It is generally conceded that two things are certain—death and taxes—but I am quite sure there is another in the printing business, and that is depreciation.

Many trade papers do not give enough attention to the quality of their paper stock, cover, printing and general appearances, type, etc. These are certainly important.

PURCHASING DEPARTMENT

How about cuts and electros, circulation department circulars, office supplies, equipment, care of stock-room? The purchasing agent can become a prominent factor in the business if he is the right sort.

Quick attention to needs of department heads is an important function of this department.

Careful records of purchases and prices—canvass for competitive bids—and general watchfulness for new and improved equipment. Often the supervision of the mailing department and other functions are here combined, making this an especially important department for various details.

A recognized authority on the Panama Canal says:

"It is little exaggeration to say that for commercial purposes all the Pacific seaboard will be brought as near New York and European markets as Chicago is today. The forward impetus given by this to the commercial interests of the Pacific baffles computation."

Is this not a matter worthy of consideration in preparing your

Outdoor Advertising estimates?

Foster & Kleiser

Seattle
Portland

Tacoma
Bellingham

What "Service" Should Publishers Give Advertisers?

Seitz of the New York *World*, Hammesfahr of *Collier's*, and Moses of Omega Oil Give Their Views—No Official Right to Demand Service—A Good Medium Always Worth the Price

AT the dinner of the League for Advertising Women, held at the Prince George, Tuesday evening, December 9, the topic for discussion was "What Service Should the Publishers Give the Advertiser?" Bert Moses, vice-president of the Omega Chemical Company, read a paper representing the national advertisers; Don C. Seitz, business manager of the New York *World*, spoke for the newspapers, and A. C. G. Hammesfahr, of *Collier's*, represented the magazines.

Mr. Moses' paper contained a number of good-natured "knocks" on the service which the publisher is supposed to give the advertiser. He contended that the advertiser had no right to expect, and did not get, any service from the publisher for which he did not pay.

"Different advertisers have various notions about the service which publishers should give them. Some want free reading notices, some want a 20,000 line rate on a 200 line contract; some want free insertions for violations of contract. But nothing is free. Somebody foots the bill for everything, and the advertiser pays for whatever service he gets from the publisher."

Mr. Seitz said that suiting the advertiser is a very difficult job, and the best way to deal is not to try to do anything for him at all. "It would pay the advertisers," said he, "to study the newspapers more carefully and to understand the extent to which the newspaper penetrates into the average life of a city like New York. There are about 3,000,000 copies of daily newspapers printed in the English language in New York City, and practically all of them are sold. There are very close to

2,000,000 Sunday copies printed in New York. There are 350,000 morning and evening copies of papers printed in the Jewish language. There are about 200,000 papers printed in the German language in New York. When you put all those together you get almost a daily output of one paper for each head in New York.

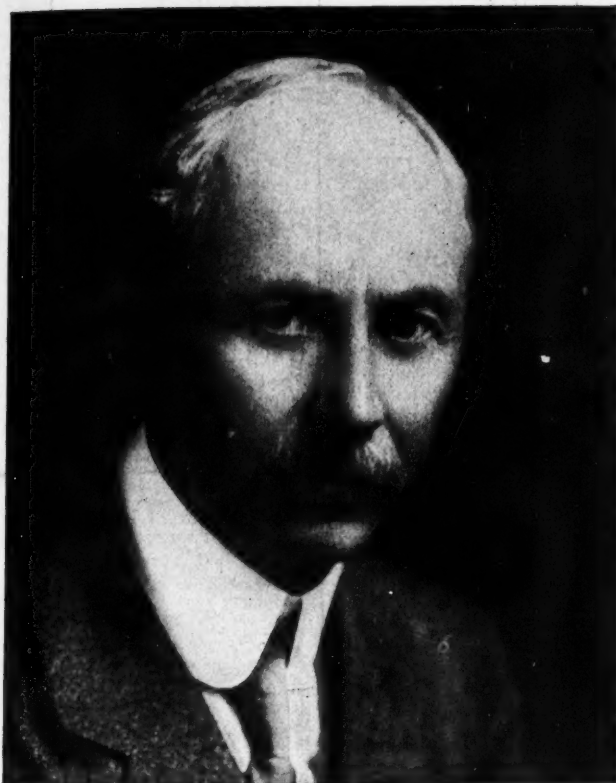
"Isn't it natural that they hold something of interest for somebody? Doesn't it mean that the newspaper is something more than a medium of information? Doesn't it mean that it is a great popular convenience?"

"My study of advertising has shown me that the greatest element of success in merchandising is to meet a daily public convenience. I say that the newspaper serves the greatest possible convenience, and all questions of circulation, whether honest or dishonest, go down before one simple test, and that is, does it pay?"

"When you say that the newspaper ought to do a great many things for the advertiser, I suppose it ought. But the newspaper is a very hurried institution. It is gotten out in frequent editions; it has little chance to investigate or verify; it takes a great many risks. However, everything it does is in the open. If its news columns are untruthful, the lie cannot be hid; if its advertising is misleading, it is quite plain."

Mr. Hammesfahr, in defending the service that the publisher can give the advertiser and the movement for greater honesty in advertising on the part of the magazines, said that while it may be true that the "uplift talk" is being pushed too hard, "the Lord help us if we didn't have a little 'uplift'—not only at the rate end, but in all the other departments."

Mr. Hammesfahr said that the best service a publisher can give to the advertiser is to make his publication as good as it is possible to make it for the reader, giving the advertiser what he is paying for, or thinks he is paying for, and having a standard and making that standard mean something.



Mr. Charles Dwyer
Editor of WOMAN'S WORLD

Mr. Dwyer's desk chances to be in Chicago—but his heart is in the family circles of two million small-town homes. He knows these men and women and these boys and girls. He has a capacity for friendship. And he knows how to be entertaining, helpful, inspiring. That magazine which is most intimately helpful to its readers offers the most help to the advertiser.



Bonds and Linens

For the convenience of Buyers of Paper we have compiled our entire collection of Bonds and Linens and bound them in one large volume.

It is a handsome edition of some of the important brands comprising



As it is a valuable book it is being distributed only on request.

If you are interested in these papers write us for further particulars.

**Henry
Lindenmeyr
& Sons**

Paper Warehouses
32-34-36 Bleecker Street
20 Beekman Street
NEW YORK

Refused to Strike and Advertised Why

During the teamsters' strike in Indianapolis, Ind., which brought traffic almost to a standstill, the employees of the Polk Sanitary Milk Company, who are both drivers and salesmen, and who did not go out on the strike, issued a statement of their attitude, using over a half page of newspaper space.

The copy was headed "3,000 Babies and Invalids Depending on Polk's Milk." It seems that the Polk employees had been approached and urged to take part in the strike, but they gave several reasons why they had no interest in the problem confronting the striking teamsters. Briefly their reasons were: they were salesmen, not teamsters; paid for results shown and not by a fixed scale of wages; selling milk of vital importance to public and they had no right to permit selfish motives to influence them; the company had always treated them with fairness; and that they felt a great sense of loyalty to the company.

These reasons were published as a set of resolutions and each man's signature was reproduced at the bottom.

Loan Associations Advertise Co-operatively

The building and loan associations of Milwaukee are using group advertising in the *Milwaukee Journal* in an endeavor to make a big impression in showing how they help make Milwaukee grow. Individually their advertising would cost too much to carry on this educational work. The object of combining their efforts is to help the people of Milwaukee realize at a glance the importance of building and loan associations, how they operate and how they can help each citizen. In the center of the space appears an editorial explaining why the worker's return is certain and describing investment stock, how it is convenient in time of trouble and why it offers independence of landlords. Educational work of this sort is always productive of results because the general public is usually uninformed on financial matters.

"Red Ball" Oranges and Lemons Advertise

Southern newspapers are carrying copy for the California Fruit Growers' Exchange, Chicago, featuring "Red Ball" Oranges and Lemons. The name "Red Ball" was taken from the red ball system of following a rush shipment of fruit with telegraphic reports from the time it leaves California until it reaches its destination. "Save the Wrappers" is the headline which attracts the eye. An orange spoon is illustrated as one of the many desirable premiums, and a request is made to send for a free premium circular and premium club plan.

Persistent Campaign For Bricks

The Fraser Brick Company, of Dallas, Tex., which was among the very first individual brick manufacturers to employ newspapers in advertising its product, has been successful in appealing to the home builder.

The appeal of the Fraser Company is primarily to the owner, who is interested in permanently satisfactory results, hence the use of newspaper space. Through this medium it reaches the general public, only a very small percentage of which can be considered at any time prospects for the brick business.

In addition to reaching the active prospects, however, the company is building up a general reputation with the idea of the name "Fraser" coming to mind whenever matters of construction, particularly face brick, should be under discussion by any group of people or being considered by any individuals.

For the first few months the advertisements were prepared with a view to encouraging direct inquiries for the purpose of assuring the brick people that they were getting results. Since that time, and after being satisfied that they were being repaid, the ads have been of a more general character.

Fine For Dams

ALPHA PORTLAND CEMENT CO.

EASTON, PA., Dec. 6, 1913.

Editor of PRINTERS' INK:

One feature of our advertising in a class of mediums is that of getting the person interested in cement literature to tell us what he is thinking of building with concrete.

A great many more tell us than we had imagined would give this information, and the data is decidedly interesting.

The other day a frank inquirer wrote: "I may not build a damn thing, but I want your book."

In addition to giving the usual information, our correspondent wrote:

"We note that you may not build a dam thing, but in case you do, we assure you that Alpha Portland Cement is fine for dams. The famous Holyoke dam was built with Alpha," etc.

S. ROLAND HALL,
Advertising Manager.

House-Organs at Toronto

A get-together movement is being agitated among editors of house-organs in various parts of the country.

George Walker, manager of the Multiplex Display Fixture Company, St. Louis, is now working out a house-organ programme to be carried out in connection with the Toronto convention of the A. A. C. of A.

It is expected that a house-organ round-table by correspondence will be organized at Toronto.



Save Money on Electros

— for your Canadian Advertising by having your electros made in this modern Canadian Plant.

You will save a duty charge of 3½ cents a column inch.

Our service guarantees your satisfaction. Your plates will go out on time and the quality of our work will please you.

We want enquiries from Foreign Advertisers.

We now make plates for:

| | |
|--------------------------|-------------------------|
| De Laval Separators | Studebaker Automobiles |
| Hudson Automobiles | Packard Automobiles |
| Lowney's Chocolates | Tilson's Oats |
| Rainbow Flour | Gold Dust |
| Fairy Soap | Coca-Cola |
| Anheuser-Busch, Original | Schlitz Milwaukee Lager |
| "Budweiser" Lager | Cuticura Soap |
| Armour Products | Baker's Cocoa |
| Campbell's Soups | Fleischman Yeast |
| Yale & Towne Locks | Beecham's Pills |
| Regal Shoes | Economy Dry Goods |
| Stetson Hats | Sherwin Williams Paints |
| Grand Trunk Railway | Beaver Board. |

Rapid Electrotypes Co. of Canada

Electrotypes—Stereotypes—Matrices
MONTREAL, CANADA

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE, General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK DECEMBER 18, 1913

Future of Advertising Agencies

Among the various conundrums which PRINTERS' INK is asked to answer in the course of the day's work, the following is selected as of sufficient general interest to warrant public reply:

CLEVELAND, O., Nov. 26, 1913.

Editor of PRINTERS' INK:

At lunch at the Hollenden the other day I listened to some older heads than mine discussing what they called "The Passing of the Advertising Agent." They had it all doped out that in a few years more there wouldn't be any advertising agents.

I got to thinking about it afterwards and wondered why, if that is the trend of the times, there had not been anything about it in PRINTERS' INK. I rely on the "Little Schoolmaster" to keep me posted on advertising matters. Are you holding out anything on me?

F. LEWIS WEBB.

We do not wonder that this young man is in doubt. Strong talk from the "older heads," indifference from other advertising men and long, chill silence from PRINTERS' INK—he would have been recreant to his professional ideals if he had not clamored for light. And he is entitled to it. There are more profitable things to do than laying ghosts, but if it has to be done, why, let us to it!

The right place for this theory of the "passing of the agent" is among the other kinds of "important if true" information. It is, in brief, not true as a fact and not particularly plausible as a theory. In ignoring it PRINTERS' INK has saved its breath for more vital things, and responsible advertising men have found livelier topics for conversation.

The fact is that advertising agencies—representative agencies—were never on a sounder basis than at present. Their economic function has never been more plainly demonstrated, or more thoroughly recognized by the publishers and their clients. The subsidence of the illusion as to the magical nature of advertising has only left them in a stronger position, (we are referring now only to the class of agencies doing thorough, sincere work) and the struggle for business, while it has played havoc with the weak brothers, has thrown into clearer and profitable relief the methods and policies that have won success.

There are still difficulties, even serious problems, to be solved. There is an "agency question" which to some advertising men appears to be a live one, and to others sufficiently important to have an occasional place in their thoughts. Perhaps it is this question which has been confused with the one referred to by our correspondent. It is not, however, a question of the "passing of the agent," but one rather of how the agent shall be adequately remunerated—whether by commissions from the publishers or by fees from the advertisers.

There are many contenders for the professional fee, but they are almost exclusively among the smaller agencies upon whom the preliminary work and expense of investigating and preparing an account for its successful advertising debut impose a heavy strain. Nor do present conditions assure the conscientious agent that the account will not switch before he has fully recouped himself for the initial outlay. This is a further strain on the small agency.

There is, however, no hint in

the situation that the professional fee will prevail and the commission give way. Quite the contrary. The influences are all the other way.

The policy of the Curtis Publishing Company, which is beginning to be followed by other magazine publishers, and probably will ultimately be followed by the leading newspapers of the country, will fix the commission system more firmly than ever, and in doing so protect the commissions and the agencies.

It is more than likely, however, that the same commission policy which strengthens the agency will strengthen it to the point of being able to secure a compensation for the preliminary work which must be done before the client can go from a state of non-advertising to a state of advertising. The stronger agents are already establishing the basis of an annual fee until the client's account is ready for advertising, and the natural effect of the greater support which the better agencies are getting from the publishers will naturally extend the practice. Thus we already have both commission and fee, and the fee is developing as the commission is still more firmly entrenching itself.

Generalizations, always dangerous, are especially so in the agency business. Because you happen to know some agencies that are rendering superficial service, cutting commissions, working graft games, etc., it is distinctly unfair to condemn the agency system in general. Also, because there are some agencies that are doing heroic work in developing new accounts and properly caring for old accounts, it is foolish to pat on the back anybody who chooses to put the sign "advertising agent" on his office door. The one thing the situation most urgently demands is that both advertisers and publishers shall more sharply discriminate between the sheep and the goats in the agency field. So-called "recognition" should be much more carefully extended. And as we look back over a period of years, we can see that that

very thing is coming about, slowly perhaps, but nevertheless surely. Organizing of agents, East and West, is one hopeful sign of the times. It is the first advertising organization that has undertaken to reform advertising conditions by beginning the work within the limits of its own membership. Nearly all other organizations seem to want to reform the other fellow!

PRINTERS' INK has in mind a very prominent manufacturer of a food product whose original appropriation for advertising was exactly \$18.50. To-day he is spending close to half a million dollars in the standard mediums. He was taken up at the outset by a far-sighted advertising agent who brought all his resources to bear in nursing along the tiny account until it ranked among the great national successes. In the old days of advertising, such an account would have had short shrift or been speedily shunted to "The Little Church Around the Corner." The amount of missionary work that is being done by both the large and small agencies of the better sort is none too well understood even by the beneficiaries. Such agencies deserve something more than the bare commissions they earn,—that is, a full measure of appreciation for work well performed. There are many instances we might cite which justify many times over the economic position of the advertising agent and assure his future.

Enough has been said, perhaps with greater seriousness than the nature of the inquiry warrants, to show that the advertising agency as an institution is not in danger of extinction, but that on the contrary it is only just beginning to settle down to a middle age marking its highest point of prosperity.

Two Kinds of Executives

The makers of a certain kind of men's wearing apparel had been advertising for years. Then one day the account changed hands. The new agent went over one

morning to hold his first technical conference with the head of the house. He had made some investigation of the trade conditions on his own account, but put the usual preliminary questions.

"Your distribution is among just what classes of men, Mr. Blank?" he asked.

"I don't know that we've made any special effort to ascertain that," said the advertiser. "I presume we get all classes—that is, all except the most fastidious dressers."

"Perhaps the character of the stores that offer the largest outlets for your goods would show that," suggested the agent.

"No doubt they would," said Mr. Blank. "You may look over the orders if you like."

The agent did like. The orders confirmed his suspicions. His investigation had shown him that the manufacturer's goods were being sold to men of economical means and tastes—motormen, conductors, firemen, policemen, drivers and the like. The city orders he looked over confirmed it; many of them were from stores located in poorer districts. But the advertising was being run in a list of mediums that reached only a small fraction of that class.

The advertiser had never found this out, and the previous agent had apparently never attempted to do so for himself. The account had a strong constitution or it never could have outlived such a drain on its vitality. If it had died, advertising would have been credited, or debited, with another "failure."

Compare with this insouciant attitude of the advertiser the practice of Heinrich Waldes, president of Waldes & Co., who recently contributed to PRINTERS' INK an interesting account of the introduction of his Koh-i-noor Dress Fastener into the American market. Mr. Waldes is the head of a large foreign house which has branches in many cities of the world and factories in several of them. He is a man of large affairs, and a busy man, but he is never too busy to be busy about his own business.

When it came to the point of investigating the American market he journeyed over from Europe and took charge of the inquiry, making personal calls on the clothing manufacturers, the dressmaking trade and the retail trade, all for the sake of acquainting himself with American conditions. It was of great service to him that he was able to speak English, but he had learned English, as well as French and Italian, in order to be able to do just the things he is now doing. The home office and manufactories are in Bohemia, and he speaks Bohemian and German as a matter of course.

He has made it his business personally to know the precise trade conditions in half a dozen countries, the cost of doing business there, the advertising cost, the people to sell and how to sell them. He knows the mediums he uses in each country. He knows all this and more, and he is constantly seeking to know more yet.

Crossing the Atlantic this way for the thirtieth time, the other day, came Sir Joseph Beecham, proprietor of Beecham's Pills, not so much above his business that he could not pay personal calls on the trade, wholesale and retail, and refresh his former intimate knowledge of conditions here.

Both of these men have plenty of organization talent at their command. They do not have to do any of the actual work of investigation if they do not want to do it. But it just does not occur to either of them that there is any more important work in the business for them to do than learning at first hand the actual conditions, knowing what can and what cannot be done, and thus placing themselves in a position of absolute command of circumstances.

A good many American manufacturers are doing this same thing, but the American manufacturer above referred to who did not do it is unfortunately not a lonesome exception, and it would be a fine thing for advertising if a good many more like him saw the light.

THE
CENTURY COMPANY

Announces

the appointment of

MR. DON M. PARKER

as Advertising Manager of

THE CENTURY MAGAZINE

AND

ST. NICHOLAS



Some Purchasers of Printers' Ink Binders:

General Electric Company
Welch Grape Juice Company
Remington Typewriter Co.
The Texas Company
Diamond Crystal Salt Co.
Lovell-McConnell Mfg. Co.
Michelin Tire Company
Jos. Dixon Crucible Co.
M. Rumely Company
Larkin Company
The Beaver Company
Hudson Motor Car Company

Do you value
your copies of
PRINTERS' INK
as they do?

Binders to keep
them, 65c. each—
post-paid—at cost to
us of manufacturing
and mailing.

PRINTERS' INK PUBLISHING CO.
12 West 31st Street, N. Y.

"Shop Early by Parcel Post"

A number of manufacturers and retailers in Louisville, Ky., are using a combination page advertisement in the *Courier-Journal*. They are taking advantage of the Christmas shopping season, the high cost of living, and the parcel post in an endeavor to draw the country people and city people closer together.

The page headline is "Do Your Christmas Shopping by Parcel Post Now." The idea that the city stores can get in direct touch with the farmers daily, and that eggs, butter and poultry can be delivered from the farm to the consumer daily is emphasized by heavy type in boxes.

Under the heading of "Parcel Post News" is listed the pound rates in the first and second zones and also the selling prices on farm produce.

The bargains suggested as holiday gifts consist of Victor talking machine records, dresses, skirts, stockings, cameras and supplies, vacuum sweepers, candy, and in fact everything one might desire. An offer is made to send Christmas gifts direct to any person the buyer might desire, the cost marks being removed and a neat gift card placed inside the package.

Machinery Advertised in Newspapers

Advertising is considered a wise investment by Briggs-Weaver Machinery Company, Dallas, Tex., in selling machinery. This newspaper campaign is based on giving the business general publicity and this concern is said to have secured good results along general lines from the class of advertising which it has been using.

In a great many instances direct results have been received from the advertisements which were run in this campaign. Favorable comments have been received from numbers of people who are interested in this line of goods, and who have been drawn to these advertisements more by the style of the copy and the class of display which has been exhibited in the ads than for any other reason. The style of copy used appeals to a large number of people in this line of business.

Goodrich Featuring "Safety First"

The "Safety First" movement which has been given valuable publicity by railways during the past year, is now being featured in the newspaper copy of the B. F. Goodrich Company, of Akron, O. The headline is formed from the words "Safety First," which are in white on a black semaphore, which hooks it up closely with the railway publicity. There is certainly an advantage in having the public think of Non-Skid tires as something so important as to be included in the "Safety First" movement.

New Audit Movement

(Continued from page 13)

| Newspapers: | Per Week. |
|------------------------------------|-----------|
| 200,000 or over circulation....at | \$10.00 |
| 150,000 to 199,000 circulation..at | 8.00 |
| 100,000 to 149,000 circulation..at | 6.00 |
| 50,000 to 99,000 circulation..at | 5.00 |
| 25,000 to 49,000 circulation..at | 3.00 |
| 15,000 to 24,000 circulation..at | 2.00 |
| 10,000 to 14,000 circulation..at | 1.50 |
| Under 10,000 circulation.....at | 1.00 |

Russell Whitman, who will become general manager of the new association, has been long and favorably known in the publishing field. After graduating from the University of Kansas in 1894 he took up editorial work on the *Kansas City World*. He was afterwards two years with the *Kansas City Star* as a planner of campaigns, — subsequently five years advertising manager of the *Kansas City Journal*. He was then for five years general Western advertising representative of the Hearst newspapers, with headquarters in Chicago.

On February 1, 1909, Mr. Whitman was appointed publisher of the *Boston American*.

Death of Publisher Harbison

Joseph Lawrence Harbison, of Philadelphia, a widely known publisher of trade journals, died suddenly on Monday, December 8, while returning to his home from a business trip to the West. Mr. Harbison was sixty-five years old. For the last four years he was business manager of the *American Table*, a magazine for grocers, of which his daughter, Edith, is editor. He had previously owned and edited *Table Talk*, and prior to that was business manager of the *Practical Farmer*.

Ellis Talks to Poor Richard Club

At the meeting of the Poor Richard Club, of Philadelphia, held on December 9, William J. Ellis, advertising manager of Arnold-Loucheim & Co. (clothing), Philadelphia, spoke on "Where We Are At in Clothing Advertising."

Four Issues Instead of Five

Through an inadvertent transposition in PRINTERS' INK's December four-year table, *Life* and *Leslie's Weekly* were credited with five issues in November, 1913, instead of four.

J. Mansfield Redfield, formerly of the Mansfield Advertising Service, Inc., has opened an advertising service office in New York.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

OF the sixty general, class and sectional magazines listed in *Printers' Ink's* Four-Year Summary of December advertising, published in the December 11th issue, only four have shown a steady, consistent gain.

One of those four, and the one with the highest percentage of gain, is

PHYSICAL CULTURE

Have you got it on your list? It would pay you to have it there.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**The Steadiest Growing
Magazine Advertising
Section in America**

Advertising Representative Wanted

The AMERICAN EXPORTER, the leading foreign trade journal of the world, seeks the best advertising representative available for its Pennsylvania, New Jersey, Delaware and Maryland territory.

Only men of proven ability will be considered.

The proposition is big enough to interest the highest class of advertising representative.

Explain fully your qualifications.

American Exporter

135 William Street New York



Trial!

Let us install **just one** window display for you in a New York store and photograph it. Send us your material. We will find the dealer and do the rest. We have installed 1500 windows in New York in the past year.

30
CHURCH
ST
NEW YORK

DISPLAYS COMPANY

Meeting of Central Division Executives

At a meeting of the executive committee and officers of the Central Division of the Associated Advertising Clubs of America, held in the rooms of the Advertising Association of Chicago, December 6, the resignation of A. B. Merritt, of Grand Rapids, Mich., as treasurer of the Central Division, was accepted. Charles L. Benjamin, of Milwaukee, was elected to the office.

The next annual meeting-place of the Central Division was selected. It is Indianapolis, and the dates are April 2, 3, 4, 1914.

A speakers' bureau was established, with David B. Gibson, secretary of the division, in charge. The list of available speakers has already been made up and is now ready for the use of the clubs in the division.

A legislative committee composed of one member from each State is to be appointed by the president. The duties of this committee to be to further the enactment of laws for the furtherance of truthful advertising and the stamping out of untruthful, and also to keep watch on the various legislatures, so as to prevent, where possible, the enactment of laws inimical to advertising interests.

A committee on membership was appointed, with C. R. Stevenson, of the National Veneer Products Company, Mishawaka, Ind., as chairman. This committee is to conduct such campaigns as may assist the local clubs in their campaign for membership, especially among the heads of firms and other high officials who, it is thought, should be more directly interested in the work of advertising clubs.

Chicago Representatives' New Officers

The thirteenth annual election of the Newspaper Representatives' Association of Chicago was held at the La Salle Hotel on December 8. The following officers were elected for the year 1914: Robert E. Ward, president; W. Y. Perry, vice-president; Elmer Wilson, treasurer; Robert J. Virtue, secretary.

The Board of Directors is composed of: E. S. Wells, Jr., chairman; H. M. Ford, J. E. Verree, R. E. Ward, R. J. Virtue.

The Promotion Committee is made up of: H. D. Sulzer, chairman; A. E. Chamberlaine, F. G. Davis, E. C. Bode, A. W. Allen.

Ford President of Saxon Co.

The Carl M. Green Company, Detroit, has just secured the account of the Saxon Motor Company, of that city. Harry Ford, former advertising manager, and more recently secretary and assistant general manager of the Chalmers Motor Company, is president of the Saxon Company. It is said Mr. Ford will retain his place on the directorate of the Chalmers Company and continue to act in an advisory capacity on advertising and sales for that company.

Drug Stores to Mend Their Merchandising Ways

As a result of complaints made by the Photographic Dealers' Association and the Hardware Dealers' Association to Police Commissioner Waldo, of New York, drug stores in New York which have been selling all sorts of merchandise on Sundays, have promised to mend their ways.

The complaint said that New York drug stores had become veritable department stores and were selling everything from pills to pajamas, seven days a week. Some of the stores displayed clocks, watches, books, fountain pens, mechanical and electrical toys, dress shields, bathing suits, bathing caps, stockings, writing paper and inks, slippers, pillows, coffee, tea, Thermos bottles, dolls, penknives, celluloid novelties, brushes, combs, electrical irons, electrical cooking utensils, rubber goods, cutlery of various kinds, umbrellas and candies in great quantities.

No objection was made to the sale of these articles by drug stores provided they were not sold on Sundays.

J. L. Lewis, president of the Photographic Dealers' Association, was recently quoted in the New York Herald as saying:

"Commissioner Waldo took the matter up with the large stores, with the result that he has just sent me a communication saying they have agreed to close their photographic departments on Sundays. I believe this will be applied to other departments.

"We have appointed a committee to take up the selling of photographic supplies by drug stores in other parts of the country, especially in New Jersey. The rural drug stores have made much trouble, keeping open seven days a week. Louisville and New Orleans closed up these departments on Sunday and there is every reason why New York should."

Lever Bros.' Christmas Offer

Lever Bros. Company, Cambridge, Mass., is using excellent selling copy in offering a "Child's Christmas Silver Set" with "Welcome Borax Soap." A special offer of only a few days' duration is made in order to get quick action. The silver set, valued at \$1, is mailed for six soap wrappers and 35 cents in stamps. For the purpose of checking up the sales possibilities of different territories a "Silverware Coupon" is printed with spaces for the name, address, etc. The copy for the silverware is reinforced by some very strong arguments for the soap.

Sample of Flour with Every Want Ad

The plan of establishing the sale of Burtscher's Wheat Flour in Denver by giving away sample sacks with Denver News want ads proved so successful that the sale of a package breakfast food is now being started by the same plan. This breakfast food is put up in cartons which retail at 15 cents.

DON'T OVERLOOK

THE BOYS' MAGAZINE

when making up your new list.

Monthly editions are over

105,000

50c. a line. 45c. a line for ¼ page or more.

A clean, high-class magazine.

Edited by Walter Camp.

The Boys' Magazine

SMETHPORT, PA.

JAS. A. BUCHANAN, Western Representative, 337 Marquette Bldg., Chicago, Ill.

LARGE

Metropolitan Paper Publishers

Read this; it might interest you

I WILL INCREASE your lineage and revenue without "Special Editions".

CAN NOT WAIT FOR my boss' job as advertising manager, so I will have to look elsewhere for same.

I AM A LIVE, ENERGETIC, young man with a generous supply of nerve and push; know how to handle men to get the best results.

SECOND TO NONE AS a "business getter". Can prove it! Have been for over 12 years and am at present with one of the best and largest metropolitan papers in the world.

Address "C. B.", Box 128, care Printers' Ink.

The Little Schoolmaster's Classroom

ONE of the very well-known advertising characters is just now in process of getting herself transferred from half-tone to line-cut—so dealers can use her in their local newspapers. It is a process which has taken some time, and, according to the advertising manager of the concern, is likely to last "for some time to come. Artist after artist has tried, he says, to catch the elusive expression which is the chief charm of the character, and without which she would lose much of her particular value. But what seems comparatively easy in the wash drawing, appears pretty nearly impossible in pen and ink. When the Schoolmaster dropped in, the advertising manager was discussing the advisability of employing a very well-known and very high-priced artist in another attempt to catch the expression. It only goes to show how full advertising is of things which sound easy—and aren't.

* * *

The Schoolmaster notices in a recent ad of a transcontinental railroad that passengers are accustomed to read the fashion sheets with a bored expression while the "personal conductor" points out the scenic grandeur of the route. At any rate, that is what one gathers from the illustration. The Schoolmaster wonders if it wasn't a perfectly good illustration in some other connection (suggestive of "comfort when traveling," or some such affair) which the boss thought would "do" to use over again. Of course we all know that scenic grandeur which can compete with the fashion sheets is grandeur indeed, but is that just the impression which the railroad wishes to convey?

* * *

It is quite the usual thing, or so it seems, to advise correspondents to "Write plainly on one side of the paper," and our catalogues are replete with the minutest pos-

sible "instructions for ordering." It is quite a contrast, therefore, to find prominently displayed in the latest catalogue of Montgomery Ward & Co. the following:

"Write letters or orders to us in any way and in any language. We can read and correspond with you in your own tongue. Don't be afraid you will make a mistake. We will readily understand what you want."

The business world has learned a good many lessons from the mail-order genius who died the other day, and none of them is greater than this: that business can most profitably be done the customer's way. It wouldn't hurt some of us to learn that lesson a little more thoroughly.

* * *

Criticism from the sales force is often hard for an advertising manager to withstand, because it is so frequently given without complete knowledge of the facts, and because the powers that be are the more prone to listen to it because of its source. One advertising manager, who has been troubled with considerable opposition to his policy of advertising a book about the goods instead of the goods directly has prepared a chart showing the results in sales of a series of ads featuring each line of appeal. The results are so startling that he says they have gone a long way toward silencing that particular brand of fault-finding.

* * *

"We started the plan some time ago of holding weekly advertising department conferences," said an advertising manager with some 125 people under his jurisdiction. "We found it of great help in keeping our various subdivisions informed as to general advertising policies, and the 'reason why' of the things each had immediately in hand. By and by the sales manager and his assistants began to drop in, and the habit spread

until now there is hardly a week that we do not have department heads from all over the factory to hear what the advance guard is planning in the conquest of the market."

* * *

The Schoolmaster quite recently had a talk with a man who might be described as an insurgent in the ranks of the A. A. C. of A. Speaking of the campaign for truth in advertising, this gentleman remarked that before one can tell the truth it is necessary to find out what the truth is; and "furthermore," he said, "merely 'telling the truth' is not necessarily good advertising."

* * *

Talking of the dangers of using superlatives: There is a certain agency in New York which has a big sign in the copy chief's room: "Whenever tempted to say 'very' or add an 'est'—think it over and *don't*. Say the same thing in different words."

* * *

No, your Schoolmaster has never been to Monte Carlo, but he has *heard it said* that ever so often some bright, ambitious American goes over with a "system" for beating the game. And, still speaking from hearsay only, he understands the young man usually returns, separated from both his idea and his bank-roll.

How much like the advertiser who tries to beat the game by taking "flyers" in big space, making a big noise by spending the whole appropriation for one "splash" and other "Get-rich-quick-Wallingford" stunts? Instances of where advertisers have built un-
solid businesses by trying to beat the game are just about as scarce as "systems" that beat the bank.

* * *

For some time it has been a custom with certain banks to give out crisp, new money when cashing checks. A progressive New York restaurant has evidently taken its cue from the banks, because now when the waiter returns with his carefully selected assortment of nickels, dimes and quarters the money bears evidence of even further scrutiny than the

I HAVE RESIGNED

MY POSITION AS
SALES MANAGER FOR

The

POMPEIAN MFG.CO.

I seek a connection either as sales or advertising manager where broad future prospects exist. I submit a ten-year record of unbroken success with three of the largest concerns of their kind in the world.

I know how to engage and develop salesmen, how to plan and execute national advertising and sales campaigns, how to get the utmost in loyalty and efficiency from the sales force, how to keep the sales and advertising depts. in tune. I know how to develop a branch house organization; how to get greater distribution; dealer co-operation. Have studied merchandising under master merchandisers and have planned and executed many well-known sales successes. Know how to buy printing, art work, space.

The salary I want is not necessarily large, but the position must afford substantial opportunity to earn dividends on my investment of grey matter and loyalty.

Unquestionable references as to character and ability from past employers. Age 30. Married.

I wish to express my sincere appreciation for the splendid spirit of co-operation manifested by the Pompeian Manufacturing Co. during the period of our mutually congenial relations.

Address, E. R. WEADON

Box 129, Care of PRINTERS' INK

mere size of the pieces would indicate. Each nickel, dime and quarter is brand new money.

The "stunt" which some might call "efficiency plus" seems to make a hit with patrons. Serving clean money after a meal isn't such a bad idea at that! Its "connotation" is pleasing.

Dixon's Bid for Position in Garages

"Cut This Out—Paste It on Card-board and Hang It Up in Your Garage" is the striking, suggestive headline appearing over the copy of Joseph Dixon Crucible Company of Jersey City, N. J. The text is plainly descriptive, giving by number the different kinds of Dixon's Lubricants to use on the transmission, on the engine, timing gears, chains, etc. The headline is an excellent suggestion and if followed it means that Dixon's advertisement will secure a permanent preferred position in many garages. And it is very possible that a great many motorists will only be too glad to have such information pasted up in their garages.

Boston Ad Men Change Connections

A. W. Guptil has returned to his former position as advertising manager of the Gilchrist Company, of Boston. Mr. Guptil left the Gilchrist Company to become advertising manager of R. H. White & Co., of that city.

Robert Rinehart, advertising manager of the S. Vorenberg Company, clothiers, has resigned to become advertising manager of R. H. White & Co.

It's "Safety Agent" Now

Indicating that public-service corporations, as well as advertisers, appreciate the value of the well-chosen titles, the Northern Railway & Lighting Company, with offices in New Albany, Ind., has changed the title of its claim agent to "safety agent." In view of the company's campaign for accident prevention, it decided that the new description is much more desirable.

Can Liquor Ads Circulate in "Dry" Towns?

The attorney general of Texas has given an opinion that Texas newspapers are prohibited from carrying advertisements of liquor concerns if they circulate in "dry" territory. It has not been announced whether the newspapers will test the opinion by an appeal to the courts.

The Motion Picture Advertising Company and The Greater New York Slide Company have joined forces and will conduct a slide and motion picture advertising business in New York.

St. Louis Merchant Talks to Ad Men

Melville L. Wilkinson, president of the Scruggs-Vandervoort-Barney department store, St. Louis, addressed the ad men of that city December 8 on "The Soul of Advertising."

"The condition I found that has killed more capital and wounded more men has been the lack of keeping the business up to the standard," said Mr. Wilkinson. "If you take a brass band and go down the street with it you will create some excitement. If you want to stir up the soul go out and hear the Symphony Orchestra. We may not know what is being played, but the strains touch your heart and soul and make you feel better."

"The brass-band policy does not pay a department store or any other business. I have never told a lie to sell a dollar's worth of merchandise. If a proprietor tells his employees he must sell regardless of facts, he will not be successful in the long run, for the public will lose confidence in the establishment."

"The greatest advertisement for a city is the newspapers. We should stand by our press and see that the soul of the city is expressed abroad by the newspapers."

Rochester Ad Man Joins Boston Concern

Chester Craigie, for three and a half years advertising manager of The Utz & Dunn Company, Rochester, N. Y., shoe manufacturers, has resigned, effective December 20.

He has gone with Rice & Hutchins, of Boston, and will take up special work in the selling department on January 1. Mr. Craigie was formerly city editor of the *Post Express*, of Rochester.

E. Haviland Cowles, formerly Mr. Craigie's assistant and now assistant to Harvey Morris, advertising manager of the Hickey-Freeman Company, clothing manufacturers, of Rochester, will be the new advertising manager of Utz & Dunn.

Maxwell's Big Newspaper Campaign

A double-page ad the Maxwell Motor Company ran in various newspapers of the country on Sunday, December 7, is said to be the basis of a \$50,000 campaign.

One authority gives it out that sixty-five newspapers were used—from Maine to California, and from Minneapolis to Jacksonville, and the combined circulation was ten million.

Bernhard, Advertising Man for New Haven Company

Charles S. Bernhard, advertising manager of Goercke-Kirch, of Elizabeth, and the W. V. Snyder Company, of Newark, has resigned to become advertising manager of the Shartenberg & Robinson Company, New Haven.

Auto Company's Graphic Copy

The Thompson Auto Company, of Detroit, is running a series of articles under the heading of "Thompson Argument No. 1," "No. 2," etc.

Each piece of copy is written and illustrated to solve some important problem. For instance, Argument No. 2 was headed, "How to Solve the Rush Season Delivery Problem." The illustrative idea was two large circles. In the first, which was shaded, appeared the phrase, "A Motor Truck Can Work 24 Hours Every Day." In the second circle, one-third of which was shaded, was the statement, "A Horse's Working Limit Is 10 Hours Each Day." The comparison between the motor and horse was so graphically illustrated that the argument carried weight. The text was simply common-sense argument on the economy and efficiency of the motor.

"Brass Tacks" Real Estate Ads

In Baltimore The Roland Park Company recently used a page in the *News* and filled nearly the whole page with the names and addresses of the 74 purchasers of the 108 lots sold in Guilford. These names were given to prove the opening statement that "One-eighth of Guilford has been sold in eight months." The names were followed by a detailed explanation of the number of lots in Guilford, number of lots sold, the proportion sold in eight months, and the terms on which they were sold. A review of the list of names would convince any reader that they were men whose judgment could be relied upon. Plenty of white space made it an attractive advertisement.

Ellis Goes to the Coast

L. W. Ellis, advertising manager of the M. Rumely Company, of Laporte, Ind., is to become sales promotion and advertising manager of the Holt Mfg. Company, of Stockton, Cal. The change is effective January 1. The Holt Company makes harvesters and tractors.

Are you buying your advertising space with a full knowledge of the exact service you are getting?

Are You?

Do you know which mediums in Dayton and Springfield produce best results?

"Don't Suppose—Get Busy and Find Out"

The News League papers guarantee their service.

NEWS LEAGUE OF OHIO
Home Office, Dayton, Ohio

New York—LaCoste & Maxwell,
Monolith Bldg.

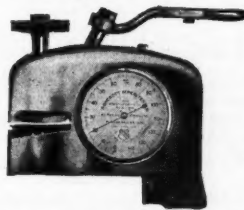
Chicago—John Glass, Peoples
Gas Bldg.

You Can Buy Your Paper to Better Advantage If You Use an Ashcroft Paper Tester, Because

Then you will know exactly what you are getting and will be able to get what you want.

The maker may be devoting his best energies to the surface at the expense of the strength of the stock. He may be selling you weak stock, improperly dried stock, stock made from materials too poor to give a good job. When these defects lead, as they often do, to dissatisfied customers, or to loss of business, buying paper on faith, guesses, and "feel" becomes too expensive for any house.

The ASHCROFT Paper Tester



gives you the means to know exactly what you are getting when you buy paper. It instantly shows you the strength of any paper, and as strength determines the quality of about 90% of paper the value of a strength tester is unquestioned.

We will furnish upon request, special specification forms, which, when used in conjunction with the Ashcroft Paper Tester, will positively insure your receiving exactly the goods you order, for—when definite specifications accompany an order, printer, jobber, and mill give the order special attention, as they know failure to do so would mean a rejection.

Write us to-day for these specification forms, and tell us first what kind of paper you buy and in what quantities. Our service department is at your disposal free of charge.

The Ashcroft Mfg. Co.
119 West 40th St., New York, N. Y.

Printers' Ink Binders

65 cents, prepaid

M. H. Lockyear and Elmer O. Lockyear expect to publish a monthly magazine at Evansville, Ind., after January 1. J. H. Brooks, of St. Louis, will be editor. The paper will be devoted to the interests of the Ohio Valley.

AD-TIP

No. 13 The people are here, they have the money and the one medium that reaches them is here also. Try The Elizabeth Daily Journal for a few weeks, or better yet for a few months. Then you'll know its worth. Ask us for further information.

Members A. N. P. A. Bureau of Advertising and Gilt Edge List.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative
335 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

Your Ad Illustrations

Cartoons or Decorative Art Work should contain snappy and sound execution. Parcels Post sends drawings flat at a minimum. Deal direct with the artist and get results. Sample Proofs.

R. J. BIEGER

2016 Allen Ave.

St. Louis, Mo.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **125,667**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.



"THE COUNTRY'S FOREMOST
MEDICAL JOURNALS"

| | | | | | |
|--|---|---|---|---|-------------------|
| American Journal of Clinical Medicine, Chicago, Ill. | . | . | . | . | New York |
| American Journal of Surgery | . | . | . | . | New York |
| American Medicine | . | . | . | . | New York |
| Interstate Medical Journal | . | . | . | . | St. Louis, Mo. |
| Medical Council | . | . | . | . | Philadelphia, Pa. |
| Therapeutic Gazette | . | . | . | . | Detroit, Mich. |

ASSOCIATED MED. PUBLISHERS

S. D. Clouton, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. McTear, Eastern Representative,
386 Fifth Avenue, New York.

The War Between Buttons and Laces for Shoes

For some time manufacturers of eyelets have been running unsigned advertisements in the shoe-trade journals advocating the purchase and sale of lace shoes by dealers. It is an interesting feature of the shoe business that though for various reasons lace shoes are easier to handle, button shoes have formed the bulk of the goods in women's lines. The eyelet manufacturers have been hammering at the retail trade on the basis that lace shoes are just as fashionable as button shoes, and on account of being less expensive and easier to handle, should be made the leaders in the stock of every merchant. The manufacturers of buttons have likewise used some clever advertising to support their argument that button shoes are still the style leaders.

An Improvement in Coal Advertising

The new copy of the Pennsylvania Coal & Supply Company, of Pittsburgh, Pa., has all the appearances of bank advertising. It is illustrated with an interior of a bank, showing a man making a deposit at the receiving teller's window. Over this picture is the headline, "Put the Extra Dollars in the Bank." The suggestion is made to start a bank account or increase the present account by saving money on coal. Then follows a heart-to-heart talk on the economy in buying Pittston Hard Coal. In one corner of the ad is printed a guarantee, which is written to make every buyer a permanent customer.

After Fake Jewelers in Boston

The Boston Jewelers' Association has organized to stamp out fake jewelry auctioneers, who have heretofore done a thriving business at Christmas time. The jewelers are co-operating with the Advertising Vigilance Association in its crusade. Mayor Fitzgerald has given assurance of his aid in a campaign for legislation which will eliminate fake auction-rooms. It is proposed to increase the license fee for auctioneers from \$2 to \$200 and to compel them to post a bond for \$3,000 instead of \$500, as at present.

W. R. Gregory Dies

William R. Gregory, publisher of the *Bakers' Review* and the *American Hay, Flour & Feed Journal*, of New York, was killed at Montclair, N. J., December 1, by an automobile which struck him just after he alighted from a train. Mr. Gregory was 58 years old and a native of Lafayette, Ind.

Everett C. Whitmyre has resigned from the advertising department of the Sherwin-Williams Company, Cleveland, to take up similar work with the Burroughs Adding Machine Company, Detroit.

Classified Advertisements

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

German National Weekly

St. Joseph's Blatt

MT. ANGEL, ORE.

Circulation 27,865. Flat rate 30c.
Established 1868



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

COIN CARDS

Profit and Increased Circulation
can be secured by using

WINTHROP COIN CARDS

Write us for particulars

THE WINTHROP PRESS, 141 East 25th St., New York City: General Printers and Binders

COLLECTIONS

RYDER'S COPYRIGHTED COLLECTION STICKERS

get the money when all other methods fail. The best collecting system ever devised. Never offends. Simple, sure, quick. 100 complete sets, \$1. Will collect at least \$60 or money refunded. **RYDER & COMPANY**, Portland, Oregon.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 151 Broadway, Brooklyn, N. Y.

FOR SALE

\$375.00 Universal (Multigraph)

Folding Machine. Makes 87 folds. New. \$200. Guaranteed. **OFFICE SPECIALTY CO.**, Philadelphia Bourse, Philadelphia, Pa.

FOR SALE—Printing Plant established twelve years must be sold to close partnership. Equipped with two Miehles, Gordons, stitcher, cutter and individual motors. Splendid opportunity to carry line of office supplies with printing business. Address **PRINTING**, Box 388-S, care of Printers' Ink.

HELP WANTED

AN advertising agency wants a live, experienced solicitor. To one who controls some good accounts, a very attractive proposition will be made. Correspondence strictly confidential. Address Box S-387, care Printers' Ink.

TWO copy writers wanted. Young men with experience on ads, booklets and other literature. Permanent positions to strong writers—excellent opportunity for advancement. Write full details: state salary. **ESSER-WRIGHT AGENCY**, Utica, N. Y.

WANTED—A make-up man in advertising department of large technical weekly paper. Must be systematic, have initiative, practical experience, and ability to handle large volume of advertising in varying spaces, changing frequently. State age, experience and salary expected. Address Box S-391, care Printers' Ink.

WANTED—Young man, now or formerly with some prominent advertising agency. Must have fair ability pen sketching, ad-writing or stenography accounting. Fine opportunity to work quickly into executive position with large national sales organization, if a hustler with good ideas. State full particulars, salary wanted, with first letter. Confidential. Address Box 392-S, care of Printers' Ink.

WANTED: Advertising solicitor for farm papers, weeklies. Man must know agricultural and farm advertisers in New York, New England and Pennsylvania, also agencies. Want a man who has had experience in this territory soliciting for good farm papers and who is thoroughly competent and first class. Must be aggressive. Write in confidence, giving salary wanted, age and experience. Box P-364, care of Printers' Ink.

An Opening on the Pacific Coast

An agency on the Pacific Coast with the leading position in its field, offers an opening for a man of 25 to 35 with agency selling experience. The man must know advertising and have been successful in developing business. His income for awhile may be less than he might command in the East, but the opportunity for the right man is exceptional. Write, describing experience in detail. Box 386-S, care of Printers' Ink.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. **HELMET GUM FACTORY**, "Ad Dept.," Cincinnati.

OFFICES FOR RENT

FOR RENT: PUBLISHERS, WRITERS, ADVERTISING AGENCIES, and workers along kindred lines, have frequently expressed their desire to obtain offices, or desk room, so located as to enable them to enjoy with greater convenience, the unique facilities of The Search-Light Library. In order to meet this demand that Institution, with its millions of classified clippings, pictures, notes and records, and with skilled investigators and writers always at hand, has provided large quarters, in the center of the publishing district, for the accommodation of these classes. Ordinary rental prices prevail. Address 450 Fourth Avenue, New York.

OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. **BALL BROS.**, 25 N. Dearborn St., Chicago, Ill.

POSITIONS WANTED

Assistant to Advt. Manager

One year's experience with agency. Wrote copy, prepared layouts, etc. Compensation secondary to desirable connection. Box 393-S, Printers' Ink.

How Will I Fit Your Needs?

Adv. student; 21 years old; formerly retail stock receiver; also pay clerk, now shipper. Samples. **G. TENNER**, 272 June St., Fall River, Mass.

BRAINS PLUS EDUCATION

Woman with above qualifications wants position, clerical or in advertising office. Can use dictaphone, write letters without dictation and can also write copy. Box 390-S, care Printers' Ink.

Thoroughly Competent Advertising Writer and make-up man wishes position in similar capacity or as assistant advertising manager. Over seven years' experience with agency, advertiser and publisher. Well recommended. Salary \$1500. Box P-370, Printers' Ink.

Experienced Advertising Woman working general line, wants to concentrate on special line with manufacturer. Good, strong copy writer, competent to buy printing, engravings and conduct department. Executive ability. Philadelphia or vicinity preferred. Address Box S-385, care Printers' Ink.

New Connection Wanted

about Jan. 1st by energetic, conscientious ad man (24). Seven years' commercial experience from bottom up. Has creative ability plus common sense. Now handling advertising for large but unprogressive manufacturer. Correspondence invited. Address Box S-389, Printers' Ink.

Advertising and Sales Manager

Possessing practical road experience, for a number of years identified with tobacco concern of national scope and at present connected with large New England concern manufacturing merchandise for men's furnishing trade, desires to make change January 1st. Full particulars upon request. Address "A. B.," Printers' Ink, 1 Beacon St. Boston.

An Office in St. Louis

might be profitable if you could find the right man to manage it. I have a nice suite of three rooms in one of the best office buildings in St. Louis. My business at present does not require all of my time and I can arrange to handle considerable additional business. Any responsible business house requiring capable and efficient management can secure such representation by addressing C. F. H., 1406 Syndicate Trust Bldg., St. Louis, Mo.

Broad - Gauged National Advertising Manager Seeks Connection

Can analyze market intensively and determine bull's-eye points of appeal—*plan, write and execute* campaign to most effectively reach each channel. Producer of 100% efficient magazine, newspaper, outdoor and street-car ads; striking window displays and other dealer helps; typographically correct catalogs and printed matter; successful house-organs, trade ads, pulling sales-letters and literature for specific trades; bulletins that "sell" the advertising to the sales force. Versed in sales management, and other phases of corporate management. *Now employed.* \$3500 first year. *Commonsense*, Box S-384 Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

IN order to effect a quick sale owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 28,944. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Government statement Oct. 1, 1913, 5,963; gross 6,387.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.
New London, *Day*. Eve. Ave. cir., Sept., 1913, 7,868. Double number of all other local papers.
Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,978.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (©©). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.
Peoria, *Evening Star*. Circulation for 1912, Daily, 21,691; Sunday, 10,449.

Chicago *Examiner*, average 1911, Sunday 521,417, Daily 225,407, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.
The Sunday *Examiner* SKILLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.
The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Nov. 1913, 13,657. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."
Des Moines, *Register & Leader*—*Evening Tribune*, 1st 6 mos. 1913, 56,871. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper. Supreme in want ad field.
Washington, *Adv. Journal*. Only daily in court. 1,978 subscribers. All good people.
Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 39,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.
Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 53,901.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.
Bangor, *Commercial*. Average for 1912, daily 10,692.
Portland, *Evening Express*. Net average for 1912, daily 19,026. Sunday *Telegram*, 12,350.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 80,048. For Nov., 1913, 77,661 dy.; 68,546 Sun.
The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.
Sunday 1912, 322,915.
Advertising Totals: 1912, 5,642,511 lines
Gain, 1911, 266,450 lines
1,734,621 lines more than any other Boston paper published.
Advertisements go in morning and afternoon editions for one price.
The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.
Boston, *Daily Post*. Nov. circulation averages of *The Boston Post: Daily Post*, 427,551, *Sunday Post*, 344,974.
Lynn, *Evening Item*. Daily sworn av. 1910, 16,662; 1911, 16,987; 1912, 18,333. Two cents.
Lynn's family paper. Covers held thoroughly.
Salem, *Evening News*. Actual daily average for 1912, 19,193.
Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,850.

Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,951.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,453

NEW JERSEY

Camden. *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton. *Times*. Only evening and Sunday. '10, 19,235; '11, 20,115 '12—21,949.

NEW YORK

Albany. *Evening Journal*. Daily average for 1912, 15,155. It's the leading paper.

Buffalo. *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 54,496; *Enquirer*, evening, 37,162.

Buffalo. *Evening News*. Daily average, ten months, 1913, 105,315.

Cloversville and Johnstown. N. Y. *The Morning Herald*. Daily average for 1912, 6,739

Schenectady. *Gazette*, daily. A. N. Liecety. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica. *National Electrical Contractor*, mo. Average for 1912, 2,656.

NORTH CAROLINA

Winston-Salem. *Daily Sentinel* (e), av. Sept., '13, 4,933. *Semi-Weekly Sentinel*, av. Sept., '13, 6,923.

OHIO

Cleveland. *Plain Dealer*. Est. 1831. Actual average for 1912: Daily, 106,484; Sun., 134,355. For Nov., 1913, 113,873 daily; Sunday, 146,853.

Youngstown. *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie. *Times*, daily. Av. cir. 1st 6 mos. 1913, 32,535; 22,242 av., Nov., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,323; the Sunday *Press*, 175,855.

Washington. *Reporter and Observer*, circulation average 1912, 13,060.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, 16,155. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth. Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124. York. *Dispatch and Daily*. Average for 1912, 18,653. Covers its territory.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation for 1912, 21,697—sworn.

Providence. *Daily Journal*. Average for 1912, 24,463 (©). Sunday, 24,777 (©). *Evening Bulletin*, 32,847 average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 5,448.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 8,589.

Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,825. March, 1913, average, daily, 20,450; Sunday, 20,130.



VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, 8,053. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. 9,419 net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.). Aver. Oct., 1913, 5,370. Nov., 1913, aver., 5,870.

WASHINGTON

Seattle. *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of 66,162 daily, 54,544 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 31,247.

Tacoma. *News*. Average for year 1912, 20,695.



WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Oct., 1913, daily 6,669; semi-weekly, 1,469.

Racine (Wis.). *Journal-News*. June, 1913, Average circulation, 7,051.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. 13, 12,203. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,193.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE *Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.



MINNESOTA



THE *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy. av. 1912, 65,804 (◎◎). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Island Printer*, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston. Worcester *L'Opinion Publique* (◎◎). Only French daily among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department store trade.

Hardware Dealers' Magazine (◎◎). Specimen copy mailed on request. 253 Broadway, N. Y. New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

In the Metropolitan District, THE NEW YORK TIMES (◎◎) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The *Memphis Commercial Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The *Seattle Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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